

# Medical

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

# Economics

OCTOBER, 1935 • CIRCULATION: 126,000 •

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# Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

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# GONOCOCCAL EPIDIDYMITIS

ADDRESSING the 6th Imperial Social Hygiene Congress in London, a noted British physician, referring to the occurrence of epididymitis after irrigations in gonorrhea, said: "Epididymitis may appear so soon after irrigation is commenced, as to leave little doubt that the treatment is responsible."

Many American urologists are in agreement with this opinion, and have often commented on the infrequency of this and other complications when Argyrol is used early in the treatment of gonorrhea.

As it is well known that epididymitis follows extension of the infection to the seminal vesicle and vas deferens, it is obvious that its prevention is assured if the infection does not reach the seminal vesicle.

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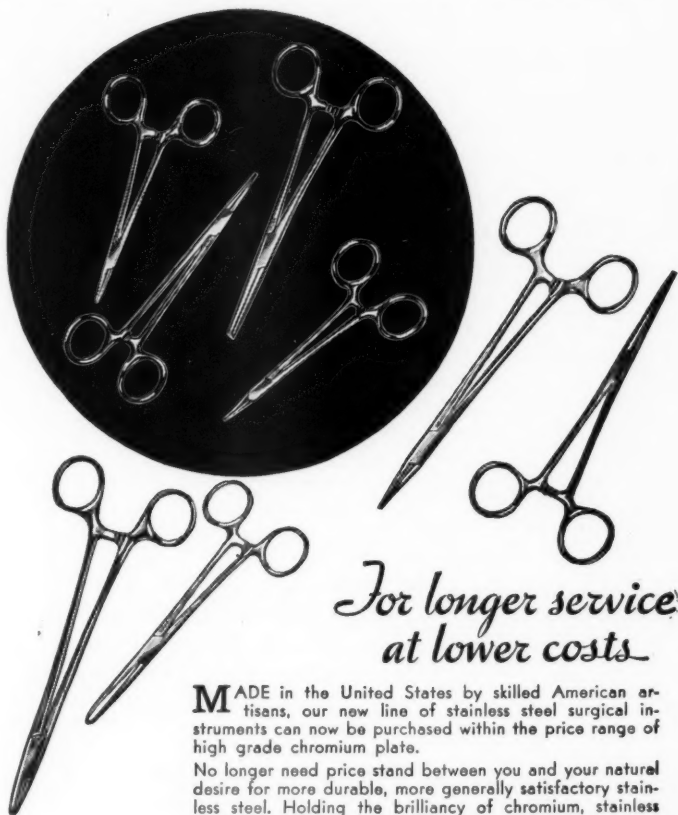
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# SPEAKING FRANKLY

## ★ Riposte

To the Editor:

I am a faithful reader of *MEDICAL ECONOMICS* and feel that it gives most valuable information to the profession.

It seems to me however that your August editorial is out of place. Why should a few manufacturers be allowed to monopolize the instrument and drug trade by freezing out the little fellow and by unethical trade protection? Have they not ample protection through the agencies of the United States patent office and through the bureaus of the A.M.A.?

Fair competition is the best stimulus to trade and advancement. Let these manufacturers compete on a price and quality basis. When prices of products are brought down to a reasonable level, bootleg competition will be cut to a minimum.

I have recently been interested in various articles:

- No. 1 can be well built for less than \$75 ..... sells for \$450.
- No. 2 can be well built for less than \$15 ..... sells for \$75.
- No. 3 can be well built for less than \$3 ..... sells for \$15.
- No. 4 can be well built for less than \$5 ..... sells for \$35.

This list could be extended ad infinitum . . . More keen competition and less monopolistic protection would bring a good many instruments and drugs within reach of the average doctor.

F. E. Bollaert, M.D.  
East Moline, Illinois

## ★ Humans First

To the Editor:

In my observation of and dealings with antivivisectionists, I have found them to be fanatical . . . hypocritical, and dishonest. All the time they are shouting and raging against the cruelty practiced on animals by doctors, they eat the meat of animals, wear leather shoes, hunt . . . and adorn themselves with furs which have been obtained by trapping. What consistency!

Some people wonder why antivivisectionists deny that doctors cure any disease.

The explanation is simple. If they admitted this, it would be fatal to their pet obsession—the protection of animals in preference to the protection of human beings—because this cure would most likely turn out to be the result of experiments on animals.

Everyone knows . . . the benefits that human beings and animals have derived from animal experimentation. The investigations carried out on animals by Pasteur, Lister, and Koch provided the scientific foundation for present-day operative surgery.

Was there ever an antivivisectionist who did not at some time make use of some treatment or operation perfected by animal experimentation?

If I have to choose between my children and dogs, I prefer my children.

I think the antivivisectionists are extremely impudent in arguing with doctors on medical subjects of which they are entirely ignorant.

M.D., New York

## ★ Political Nurses

To the Editor:

In large cities as soon as a contagious case is reported, the health department sends an ambulance and an ambulance physician to the address given. Nine times out of ten, the patient is at once removed to the contagious disease hospital and the doctor reporting the disease is minus a patient.

In smaller communities we have another situation to cope with.

As soon as there is a slight increase in typhoid fever or diphtheria, the state health department sends a nurse. This nurse is usually a political appointee and is shrewd in her dealings with the public.

At first she makes a call on the local newspaper and gets free publicity. Then she goes before a Women's Club and arouses their feelings. When she has the town all scared up, she goes before the county medical society. The final result is free inoculation. The physicians do the work . . . gratis, and the nurse gets the credit and pay, moving to the



## IN ARTHRITIS

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**No Undue Lowering of White Blood Count**

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next town to repeat her performance.

No other profession would stand for a similar abuse.

A. S. Albert, M.D.  
West Frankfort, Illinois

### ★ *M.E. Fee Schedule*

To the Editor:

In perusing some filed copies of MEDICAL ECONOMICS, I came across a reference to the "MEDICAL ECONOMICS Fee Schedule." I would like to have a copy of this if you have any left. Its value to me will be inestimable.

Alfonso L. Pierro, M.D.  
Philadelphia

[Although several thousand copies of the MEDICAL ECONOMICS fee schedule have already been distributed, any physician who still wants one may obtain it by sending his request, together with a three-cent stamp, to MEDICAL ECONOMICS, Rutherford, N. J. The schedule is based on a total of more than 100 fee lists submitted by county and state medical societies in representative sections of the United States. It was first published in pamphlet form in February, 1934. Edited by Dr. H. B. Logie, executive secretary of the National Conference on Nomenclature of Disease, the schedule gives average minimum fees for some 600 operations and treatments.—Ed.]

### ★ *Case-Stealing*

To the Editor:

In "Midwifery on the Wane" (July MEDICAL ECONOMICS, page 25), it is estimated that there are 47,000 midwives in the U.S.A. In this vicinity there are at least three midwives to every physician, which is about equal but opposite to the national ratio. Here, where the populace depends on cotton and rice for a livelihood, physicians, not midwives, are threatened with extinction.

Of 120 births recorded by the local registrar (to July, 1935), only 18 were attended by physicians. Some of the midwives do not limit themselves to confinements but treat ailments in general. . . Druggists do not stop at counter-prescribing but diagnose and dispense *ad lib*.

During the past year I did not see an acute venereal disease. The druggists

(who do not report) have a decided advantage among this class. The most unscrupulous competition and case-stealing is dealt me by a druggist who enjoys a large practice of medicine and a bountiful patronage from the relief agencies. The nearest other physician is .working a cotton crop, leaving the plow when his professional duty demands.

These facts may have interest for someone seeking a rural location.

M.D., Arkansas

### ★ *Annuity Reprints*

To the Editor:

I have been greatly interested to read articles in August and September MEDICAL ECONOMICS about annuities. I notice that another will follow in this series on "Softening the Sentence of Old Age." Is there any possibility of a booklet being compiled containing all three?

Lewis Bodine  
Dundee, New York

[If enough readers request reprints of the kind Reader Bodine describes, they will be prepared and distributed at cost.—Ed.]

### ★ *Dr. Brinkley Protests*

Gentlemen:

I have in my possession a copy of your August 1935, magazine, which printed an article by Manfred New entitled "A FORTUNE IN GOAT GLANDS", wherein quite a number of incorrect statements are made, and inasmuch as the entire article is based on prejudice, we feel that the misstatements made in the article were made maliciously and with intent to injure Doctor Brinkley and to mislead the Public. We now call upon you to make proper correction of the following items:

1st. You state, "Brinkley was once one of the best known 'doctors' in the country. Today no state will allow him to practice, no proof exists that he ever graduated from a medical school."

This statement is not true. He is a graduate of a Medical School and has a license to practice medicine in Texas, Missouri, Arkansas and Tennessee, and is now practicing medicine at Del Rio, Texas.

2nd. "He was twice 'elected', he says, to the governorship of Kansas, but the records list no 'Governor Brinkley'."

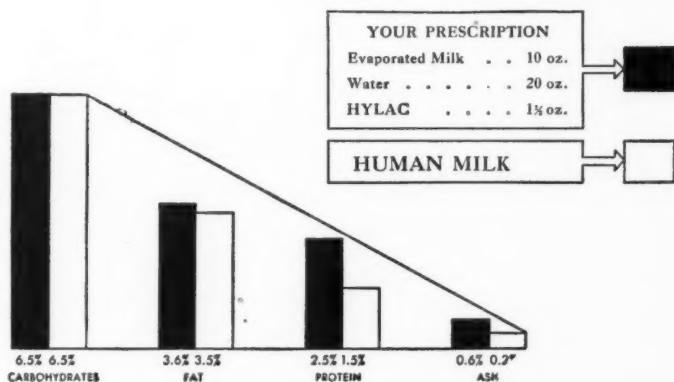
This is clearly a misstatement of fact. Doctor Brinkley never claimed that he was elected Governor of Kansas, but he did claim that he received the most votes and the crooks counted him out of the office, Doctor Brinkley's contention be-

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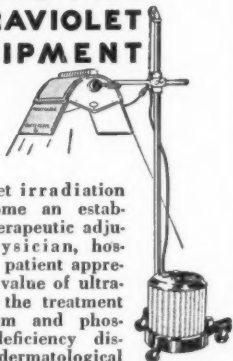
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ing that he was elected but cheated out of the office. The statement you make would lead the Public to believe that Doctor Brinkley was telling the Public that he had been elected Governor of Kansas twice, but that he was lying when he says so, because the records list no Governor Brinkley.

3rd. The article further states: "There still lives, moreover, the memory of his 'operations' in various cities in the country, particularly one in New York's Central Park, some fifteen years ago, when, without benefit of anaesthesia, he sliced the testicles of an unsuspecting goat and told later how he had transferred the tissues to an equally unsuspecting 'goat' in human form."

Doctor Brinkley never performed any operations in Central Park, New York. I do not have any idea what was the basis for Mr. New's picture for the operation in Central Park.

4th. "And when, in 1930, his fellow Kansans cast him from the profession, it followed that he was barred from all other states which had reciprocal agreements with Kansas."

As stated before, Doctor Brinkley has never been deprived of his license to practice in Texas or the other named states on account of reciprocal agreements or any other kind of agreements. Therefore, this statement is incorrect.

5th. "This smart device soon reached the ears of the State Department, however; and last year the Mexican government, despite Brinkley's eminent legal counsel in the person of Charles Curtis, former vice-president, put the lid on the new station."

This would indicate that Charles Curtis represented Doctor Brinkley in Mexico, in attempting to keep the Mexican Station on the air. This is not correct.

6th. The picture printed in the article is so touched up and changed as to be very unlike Doctor Brinkley. We inclose you herewith a true likeness of Doctor Brinkley.

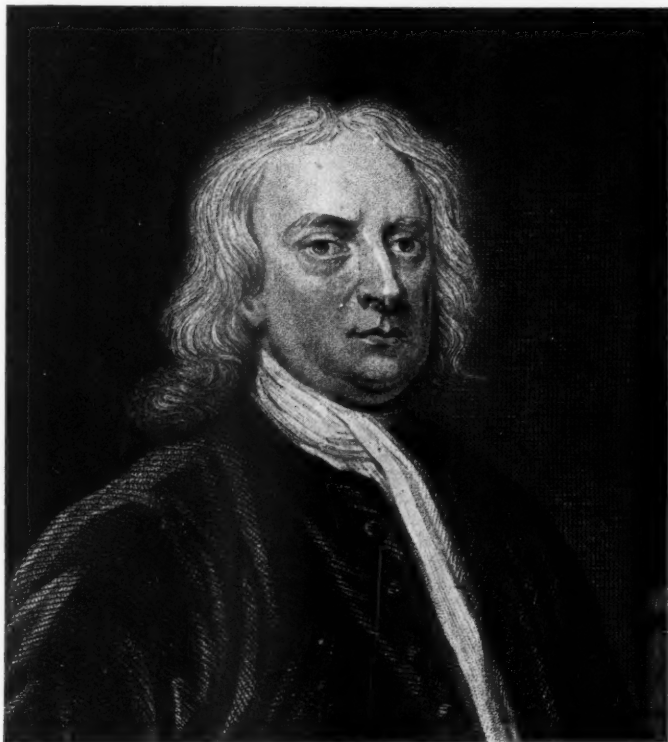
7th. "Finally, remembering his career in a large Chicago Packing house, he cut the goat, sewed up the farmer, and the rest is history."

Doctor Brinkley at no time had a career in a large Chicago Packing House. Neither did he cut a goat or sew up a farmer. This is absolutely baseless and without foundation.

We are not acquainted with the author of this article, Mr. New, but he no doubt was inspired by a hatred and prejudice of Doctor Brinkley to such an extent that he did not stick to the truth.

Your Magazine has a circulation in the State of Texas and in Del Rio, Texas, thus giving our Federal Court here jurisdiction over a controversy of this nature,

# NEWTON...contributed most



**C**REDIT for the first clear statement of the law of gravitation belongs to Sir Isaac Newton. Others before him had observed, studied, and experimented — but none understood the principle thoroughly enough to permit a precise statement of the nature of the force.

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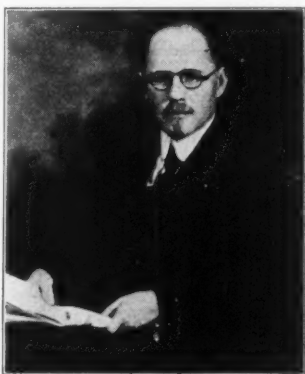
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City..... State.....

but we hope that your Magazine will be fair and make these corrections without the necessity of a suit for damages. You can readily understand that your statement of Doctor Brinkley being published all over Texas and the United States and read by various subscribers, is very damaging to Doctor Brinkley, but if proper corrections are made, some of the prejudice formed by the misstatements might



DR. JOHN R. BRINKLEY

be eliminated and Doctor Brinkley will be satisfied.

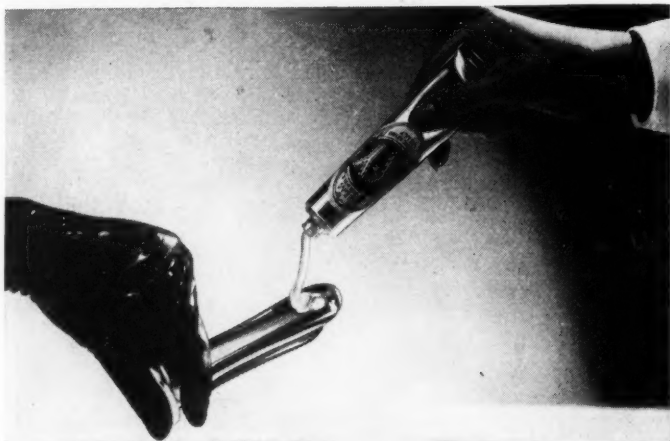
The correction we desire made by you is that you print a true likeness of Doctor Brinkley and write up an article of even length stating that the statements made by Mr. New were incorrect as above indicated. You can handle this in any manner you desire or if you prefer, we will write up a correction for you to make.

Hoping you will give this matter your prompt attention and that I will hear from you, I beg to remain,

Yours truly,  
Phil B. Foster  
Del Rio, Texas

The photograph is our property. Please return same to us.

Consistent with its policy of giving space impartially to both sides of any controversial issue, MEDICAL ECONOMICS prints the foregoing letter exactly as it was received from Dr. Brinkley's lawyer on September 11.—Ed.



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*The Swiss Food-Drink*

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# M EDITORIAL

Every year at this time, newspapers, magazines, and soap-box orators unite in urging us to go to the polls.

It might seem that physicians, in particular, who have the intelligence and character essential to the practice of medicine, are aware of their responsibility to vote. But the issue goes further than that. Casting a ballot is not all there is to it. Ours is the responsibility of knowing what we want and voting for the men who will give it to us.

How will the coming elections affect the status of medicine?

Unless the proper candidates harvest a majority of ballots, we may run the risk of damaging legislation. The easiest way in the world to encourage competition from the cults, open the way for corporate practice of medicine, raise taxes and license fees, restrict the freedom of medical research, and emasculate our public health laws is to fail to vote or to vote the wrong way.

We have a big stake in Election Day. It's up to us to guard it. Some of us do not even know who is running for what office.

Medical society committees that keep tabs on prospective legislation can do much to apprise us regarding the men who ask our support. Where such committees do not exist, some means for getting the facts needed must be devised.

The importance of contacting candidates, learning their views, and forming an opinion of whether they will help or hinder us can not be over-emphasized. Whether a vote-seeker is a Republican or Democrat is far less important than his attitude on legislative questions that affect us individually, our profession as a whole, and our patients.

A society might do much worse than to devote one of its meetings at this time of year to the reading of reports prepared by members and committees who have gathered the information that should guide our votes. We are big enough to be non-partisan. Such a gathering, although politically-purposed, need not degenerate into the harangue-and-holler of party politics.

Calvin Coolidge once said that "Every voter ought.. to vote under the inspiration of a high purpose." We can do no better than to follow his precept.

*H. Sheridan Baketel*

# My Fourteen Years in

**I**N a country where the daily wage is three timones, or twelve cents\*, the physician does not expect much in the way of income.

On the other hand, when you are the only doctor for 320 miles in any direction, and there are more than half a million people within that radius, your practice is ample. Especially does this hold true when the population is made up of Ethiopians who are sick a great part of the time.

Little effort is made to keep morbidity records of these people. But I know that during more than a decade spent among them an inordinate amount of illness came to my attention.

Once I took my family on a trip through a platinum mine in the Birbir River valley. The overseer reported 1,000 of his 3,000 workers sick—many of them dying—from what the British call "malignant" malaria.

Teniae also wreak havoc. Most well-to-do Ethiopians are liberally infested with them. Small wonder, either.

The *pièce de résistance* at every meal is raw beef. During a feast I was invited to only two years ago I saw the highest dignitaries of the community gulping down beef so fresh that the muscle quivered when they lifted it to their mouths. As fast as the cows were slaughtered out in the yard two men would carry in a hind quarter on a pole and slowly pass it along in front of the ban-



*The author entertains a group of native boys.*

queteers. Each guest had brought his own knife with him: a villainous implement—long, thin, and slightly curved. With this he would slice off about three pounds of beef, hold up the chunk in his left hand, catch the dependent part in his teeth, and with a murderous swipe amputate a mouthful and wolf it down.

The affinity between raw beef and tapeworm is too well known to merit discussion. In view of their taste for riotous eating, the frequency with which the Ethiopians are troubled by their insides is hardly surprising. Besides malaria and all sorts of helminthiasis, my black patients were often victims of yaws (frambesia), trachoma, and elephantiasis.

Ever since my first day in

\* 9 timones=1 thaler; 2.75 thalers=1 American dollar.

# ETHIOPIA

Stay-at-homes with a keen but unsatiated appetite for adventure are warned against reading Dr. Maxwell's account of medical practice in the black ivory country. It's certain to stir up their wanderlust, make malcontents out of them. ¶ Never a swivel-chair adept, the author has stalked big game of almost every conceivable kind, traveled throughout Europe and North Africa, and mastered three languages on the way. His friends take unalloyed pleasure in telling how he once shot a lion off a native's back, about the time he delivered a 17-foot python of its young, how he sank a bullet into the cerebellum of a fast-moving crocodile from the stern of a launch 40 feet away, how he killed a hippopotamus with one shot of a 30-30 Winchester rifle (used ordinarily to bag deer and other small game only). ¶ Physicians will find still more absorbing the author's description of his fourteen years' practice in Ethiopia, Egypt, and the Sudan (1920-1933), during which he treated an average of 15,000 patients annually. ¶ Joseph Sprague Maxwell received his M.D. in 1919 from the University of Pittsburgh School of Medicine. Later he attended the London School of Tropical Medicine. Today, at the age of 44, he practices general medicine—with emphasis on ophthalmology—in the mountain village of Ezel, Kentucky.

By JOSEPH SPRAGUE MAXWELL, M.D.

practice I have subscribed to the theory that it is best for the patient (not to mention the doctor) to pay something for the medical service he gets. Accordingly, I always insisted on receiving some sort of compensation from my Ethiopian charges who could afford it.

Settlement was not always made in cash. I used to get coffee, eggs, spears, cattle, pipes, and tobacco. On one occasion I even got a "youee". It was not given to me, but pawned. It looked like a smooth white pebble—rather dirty, and about the size of a hickory nut. I suspicion now, after some years of education in Africa, that what was entrusted to me for a few days was a sizable diamond in the rough. And I held it for a 64-cent debt!

For my yaws cases I employed a collection device that is well known in the United States but little known in North Africa: I charged for each series of treatments in advance. Consequently, patients felt no hesitancy about returning for as much attention as they needed. They had paid their money for it; so why not?

This explains how I was able to get a higher count of injections into them than is attained by most physicians treating yaws and syphilis. Moreover, those I attended felt satisfied. The benefit of the care they received was evidenced daily before their eyes.

King Hojoli, ruler over an alleged million Beni Shangal tribesmen in Western Ethiopia, once paid me for curing his prime minister of syphilis. His fee took the

form of two valuable gold rings said to have been dug from the same mountains in which the Queen of Sheba got her fabulous gold. Other cases treated now and then brought equally worthwhile rewards. Yet, going to the other extreme, I have done cataract operations for as little as 50 cents each.

Much of my practice in Ethiopia was, of course, in the nature of charity. Many of the natives lacked even a hen who could lay me a fee. While there, I believe I treated as many charity cases on an average as any physician in the United States—if not more.

My first clinic—if such it can be called—consisted of a brick room to which was added a *tukl*. An African *tukl* is simply a mess

of sticks stuck into a shallow, circular trench, daubed over with mud, and thatched with grass. The vast majority of houses in Ethiopia are built thus†.

Since bats used to come through the grass roof of my little clinic, and snakes would sometimes drop down from above too, we slung an unbleached muslin sheet above the operating table whenever we wanted sterility. To watch bats make their way through a grass thatch one foot thick often aroused my doubts about the value of screening against mosquitoes in the tropics. Those little fiery devils with their sick parotids

† Which indicates how costly it would be for Italy to blow up these structures. They are seldom close enough together to get two with one bomb. Moreover, an airplane bomb costs more than a dozen of these *tukls* are worth. ▲ *tukl* can be built in two days, and the materials are free and close at hand.

Ewing Galloway



so full of "malignant" malaria will kill and put *hors de combat* more Italians than the Ethiopians will ever get a chance to meet in battle.

My second office, though primitive to an extreme, turned out to be infinitely better than the first. It was an old stone storehouse which I borrowed and adapted for the purpose. Downstairs I received, examined, and prescribed for patients. Upstairs there was an imitation operating room.

Of course, I *did* have to move the operating table when the rain dripped down from the improvised skylight above. And it *was* necessary to overlook the continual mist of sawdust that fell from the timbers, through which countless borers gnawed their way day and night. Yet these were minor embarrassments compared to what they would have been in an office in New York City, more than 11,000 miles away.

A large supply of medicines and an even larger storeroom in which to keep them were essential in my remote location. Most of the time I had enough stock on hand to fill a small drug store; yet it seemed even then that I was always running out of some things and overburdened with a plethora of others. On one occasion I was able to get a bargain in epsom salts, so I bought such a large supply that it became a standing joke. This was one of the few items of which I never ran shy. Any patient could have a dose free for the asking. When I did allow my stock of some important drug to become depleted,

★

*Left—An African tukl, built round so there will be no corners for devils to hide in.*

### QUICK FACTS ABOUT ETHIOPIA

Estimated area: 350,000 square miles.

Estimated population: 7,500,000—mostly non-Negro Africans with Semitic blood. Includes about 5,000 Europeans and Levantines; only a few Americans.

Language: Amharic (official); French and English (commercial and social). Arabic also used.

Chief occupation: Agriculture.

Health conditions: Large low-land and swamp areas fever-ridden and dangerous to white men; fertile plateaus and mountain districts healthy and temperate.

Medical facilities: Inadequate. Hence, one of most pressing obstacles confronting Ethiopia in face of war with Italy. Country in serious need of foreign money, supplies, and equipment.

I had to wait from fourteen weeks to seven months for more.

The surgical equipment in my establishment was meager. I didn't specialize in that, so I kept less of it on hand than I might otherwise have needed. About all I had were some hemostats and sutures, an old Gigli saw, a bone curette, a trephine, some old splints, scalpels, and pinch forceps. A pressure cooker I used for parboiling Sudanese spurring geese was also employed to sterilize surgical dressings. It worked equally well for both.

Not infrequently it was necessary to devise some makeshift in the way of a surgical instrument. I improvised once for a diagonal, compound, traumatic fracture of the tibia. In this case I wanted

to wire the ends together, but lacked any wire suitable for the purpose. Furthermore, I could not put proper traction and counter-traction on it because I had no new adhesive, and the old would not hold in that heat. The only solution was to cut off a piece of fence wire, bend it into a semi-circle, and snake it around the tibia. After the black boys who served as my assistants had pulled it roughly into place, I tightened up on the wire. Needless to say, it held. The fracture healed so quickly that the only reason I found my wire when I went to dress it was that I had left quite a long twisted end sticking out. The patient got a perfect functional result without benefit of x-ray, and his comrades thought I had performed a miracle. For when an Ethiopian gets a compound fracture of a large bone, it almost always means death. In fact, he expects it.

A man came to me one day with his leg neatly amputated just below the knee. Knowing there

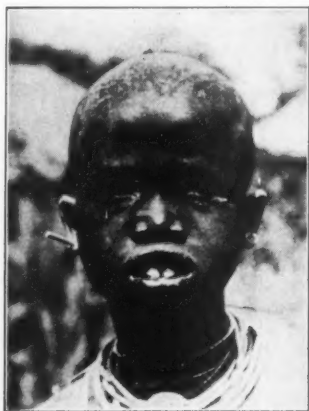
was no other surgeon within several hundred miles, I asked him who had done the surgery. He said that a cobra had bitten him and that the leg had sloughed off itself. Rather neat, I thought. It cost only some time; and what is time to an African? My contribution at that stage was a pair of crutches made out of bamboo.

Aba Kajeila, former captain of the personal bodyguard of Ethiopia's famed emperor Menelik, once showed me a trick which I had never learned, even in the London School of Tropical Medicine. He burned off the leprotic nodules on his face with a red hot safety pin. It took courage, but it was effective. The same type of treatment with direct cautery or with electric cautery will not only remove such nodules but will eradicate nests of bacteria and thus help prevent reinfection.

When I left Ethiopia in 1933, I doubt whether there were more than a dozen properly qualified M.D.'s in the country. This estimate is substantiated at the present time by the Sudan Interior Mission.

Four of Ethiopia's twelve physicians are connected today with the latter mission, four are on the staff of the United Presbyterian Mission, and the rest practice privately. Most of them are located in Addis Ababa; a few work in the outlying districts. Physicians connected with the missions are for the most part Americans; those practicing privately, Europeans.

The United Presbyterian Mission has a hospital just outside Addis Ababa. The Sudan Interior Mission has a leprosarium outside the capital, a hospital in the South, and another one proposed in the North. The country also boasts a private hospital conducted by a European doctor.



Trachoma in an Ethiopian lad.

# Walls of Linoleum

## A NEW WRINKLE IN OFFICE DECORATION

NOW that spring housecleaning is in the backstretch, interior decorators, painters, rug-cleaners, and wives are plugging for autumn house refurbishing. The government too is all for it. The Modernization Credit Plan of the Federal Housing Administration proves that fact. To cap the climax, manufacturers are making it increasingly difficult to avoid doing something about this roof, that cellar, or those walls.

Outstanding among recent threats to resolutions "not to do anything to the place for a couple of years," are linoleum-type wall coverings. Formerly supine on kitchen and bathroom floors, linoleum has been metamorphosed

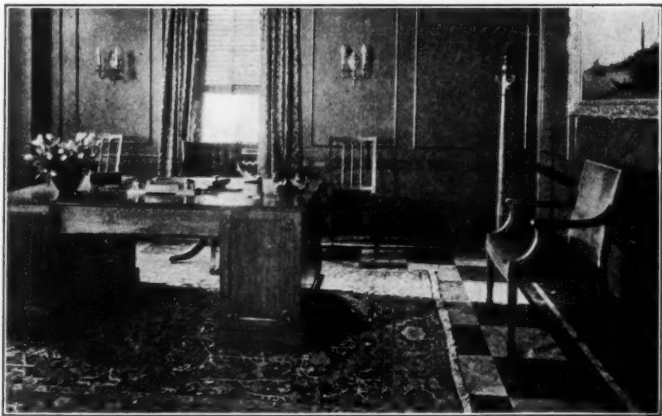
until it now stands upright on living room and office walls.

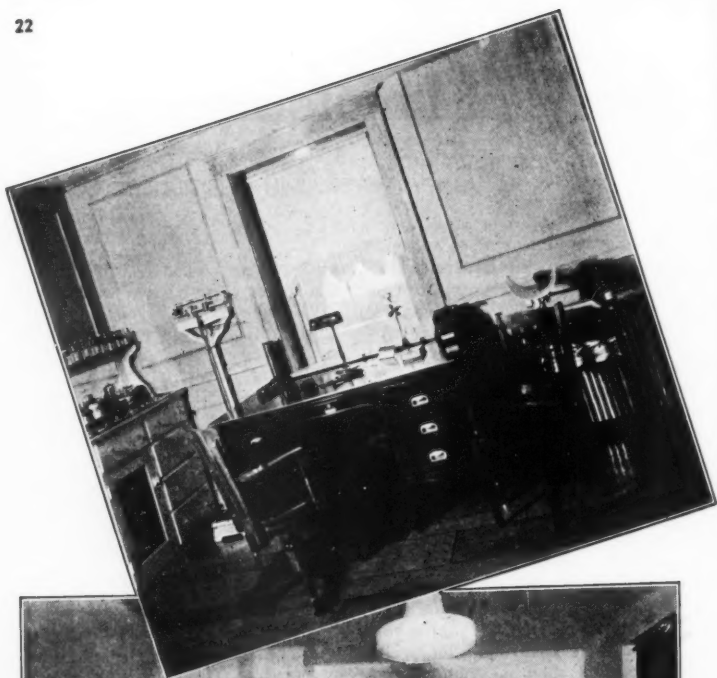
"By what right," you may ask, "does linoleum, or anything like it, deserve a place in my office?" Impartial investigation has revealed four solid reasons why the erstwhile kitchen flooring can claim such honor.

First of all, it looks good.

What will you have—marble, tile, or wood; the simplicity of a plain surface or the distinction of panelling? There are dozens of

This conservative, wood-resembling pattern, applied so as to give a paneled effect, lends an air of unmistakable good taste.





Photos courtesy Armstrong Cork Prod. Co. and Congoleum-Nairn, Inc.

It's versatile, this  
linoleum wall-cover-  
ing. Notice how  
it adapts itself  
to four entirely  
different rooms.



colors, effects, and patterns—enough to satisfy any taste. And if you choose a knotty pine linoleum it will look like knotty pine, not like something that was shot at with a blunderbuss. Furthermore, it won't warp. So amenable is linoleum wall covering to the mechanics of putting it up that two good looks are needed to see the seams between strips.

Furthermore, it is durable.

Whatever the stuff is that makes linoleum cleave to a wall, it certainly does its job. It has to. Because, once up, this wall covering is supposed to last as long as the building stays on its foundation. Its colors seldom fade, never wash away entirely. They are *in*, not *on* the covering. A sixteenth of an inch of permeating pigment is bound to last longer than a few thousandths of an inch of surface color.

Resiliency gives linoleum a happy faculty for "taking it." Blows from careening furniture, or scratches from wayward children, leave no unpleasant reminders.

Then, too, it is clean.

Perhaps its chief bid for recognition by the profession lies in the fact that linoleum *does* contribute much to the sanitary value of a room. This is one of the leading reasons for its use in examining and operating rooms. With it, all corners can be changed from angles to curves—obviously a cleaner architectural detail.

One manufacturer impregnates his linoleum wall covering with linoxyn (oxidized linseed oil). Research, it is claimed, has proved that linoxyn in a wall covering acts as a germ-killing agent.

"Bring a fresh glow of youth to even the most weary rooms,"

reads one bit of honeygush about linoleum. But, tonic effects on tired rooms to one side, linoleum is easy to keep clean. When it gets dirty, it can be washed instead of replaced. A damp cloth will erase fingerprints, grease, dirt, and even ink from its surface.

Finally, it is economical.

The initial cost is moderate. Installation is a matter of hours. No costly preparatory work is necessary because linoleum sticks nicely to whatever sort of walls you may have. That is, unless they are about to fall apart. In which case you know you're in for it anyhow. The upkeep is nil. Redecorating is simply a matter of soap and water.

If some minor catastrophe does occur and, as a result, a wound gapes in a linoleum wall, it can be neatly patched. Patching cost: low. The after-effect: practically invisible.

Manufacturers are reluctant to make a general estimate of the cost of doing a room over. "Each room," they say, in effect, "is a separate costing problem. There really is no average price."

One physician interviewed said he had paid 30 cents a square foot, installed. A small examining room, the lower part of whose walls he had had covered with linoleum, cost him \$75.

So many variables are involved that this figure is not in any sense an accurate guide. On the other hand, true estimates can easily be had, since manufacturers are ready and eager to supply them. They even have employees who draw "before and after" pictures for people who want to know how linoleum would look on the walls of a certain room.

# Investment Highlights

By FRANK H. McCONNELL

**T**WO predominating and opposing forces are at play in the securities markets. In Europe as this is written there is the threat of war. At home, business is enjoying the effects of its "breathing spell."

Market influences that likely will come from the critical European situation are these:

If war is avoided, certain war boom securities (*e.g.*, the coppers, munitions, oils, etc.) will probably sell lower. Foreign buying for war preparations will cease.

If war comes, those nations which participate and others that want to be prepared will need cash. They will likely sell bonds and stocks to get it. There may be heavy selling of American securities which are now held by people in foreign countries.

While momentarily some let-down in market activity is to be expected if peace is maintained, the long-range effect will be good. Even though war would send some classes of stocks high, and result in opening new markets for American metals and commodities, war can never be regarded as good news.

Offsetting this grim European spectre is the "breathing spell" already referred to. Business needs it. There is no regret by industry over the adjournment of Congress. It is now appraising the probable effects of the

mass of legislation that was passed.

Leaving out of consideration all such political arguments as whether reform should precede recovery, or vice versa, the net result is well summarized by a leading senator who said just after the gavel sounded on the closing session:

"No bill was ever so good that it gave all the benefits expected from it, and no bill was ever so bad as to create all the havoc expected of it by its opponents."

It is questionable, for instance, that the utility industry is going to smash; that the banks will long remain profit-poor; or that other great divisions of finance and industry will slowly atrophy. On the contrary, all signs point to recovery. The long-term outlook



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for securities, particularly stocks, is favorable.

### War Clouds Copper Lined

Italy has been buying copper for three months and still is buying more. Result? Prices of the metal abroad have reached the highest level in two years or more. American prices have also advanced.

Excellent so far as it goes, but just the same—

The prudent investor should remember that shares of copper mining companies are still highly speculative. They are not desirable yet for purchase by professional men who cannot follow the ticker tape closely and act quickly on any change in conditions affecting the industry.

It seems the part of wisdom to wait awhile longer (until the ability of domestic producers to curtail production is fully tested) before buying copper shares.

### Bank Stocks Ailing

Shattered, at least for the time, is another cherished maxim of capitalists who for many years have believed that the way to build a fortune is to invest in stocks of American banks. During recent years some fortunes have even been lost that way; for bank stocks have suffered severely.

Undoubtedly the strong banks will again make tidy profits. They've never failed to, over a period of time, in the past. But right now their profits are unusually small, and there is likelihood that they will dwindle still further.

Interest rates are lower than ever before. In mid-July New York banks earned an average interest return of 2.61% compared with 3.30% the year before. On this basis, a loan by a bank of

\$1,000 for a full year would return interest of \$26.10, against \$33 the year before. This is a decline of 21%, a cut in income which would make a five-hour-a-day steam-fitter complain.

Some large banks have already cut their dividends. Others will soon do so, for banks do not pay out money to shareholders unless the dividends are adequately earned. Consequently, with earnings lower and dividends dropping lower in a number of cases, it is advisable to defer purchases of bank stocks until later.

Eventually, of course, the banks will come back. Particularly now that industry is apparently reviving. Present owners of bank shares, therefore, can face the more distant future with considerable assurance. They will do better by holding than if they were to sell on expectation of re-buying their bank stocks cheaper later on.

### Applause for the Movies

In making its bow to the 1935-36 season the motion picture industry has put its best foot forward.

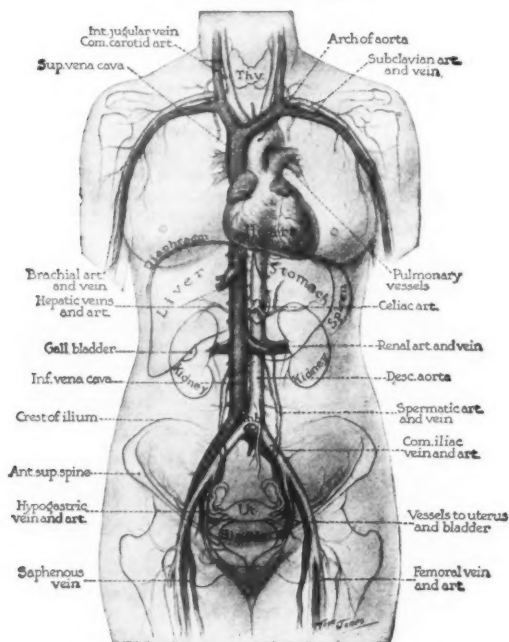
At least three leading producers presented films recently which drew customers like magnetized iron draws pins. Attendance records were broken in a number of theatres. Indeed, on Broadway, paid attendance was the best since 1929. Harried producers who have been squirming uneasily these past several years, now report a new lease on hope. It is still too early, of course, to make any guess as to what the entire year holds in prospect, but some conclusions seem safe for acceptance:

The industry has decided that it must improve the quality of pictures in order to hold a restive

# ANATOMICAL STUDY

of the

## HEART AND PRINCIPAL BLOOD VESSELS IN THE FEMALE



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public. The public has money for tickets, and will buy if it feels it is getting its money's worth.

Heavy fixed charges of the industry (bond interest, theatre rentals, and the like) have been reduced.

As to the outlook, an interesting statement is made by Dr. A. H. Giannini, nephew of the famous Amadeo P. Giannini, of California. Dr. Giannini and his uncle have at one time or another financed nearly every important film producer. He says in part:

"The amusement industry is unique in its ability to make recovery from financial difficulties. This is due to the enormous steady cash income available. Roughly speaking, in the United States, 50,000,000 people go to the movies. Five million people weekly pay at the box offices in New York alone. Taking average admissions at 25 cents to 30 cents, this means an average weekly gross income of \$12,500,000 to \$15,000,000 in the nation paid by customers before they see the goods they buy."

Motion pictures are now emerging from the most dangerous period they have gone through since the early days of the silver screen. In all probability they are headed for better times. Still, it must be remembered that the industry is by its very nature a gamble. Stock market plays in motion picture shares partake of much the same flavor.

As a speculation, shares of the stronger companies have attraction. As an investment (something that can be relied upon for reasonably sure income return), the shares should be avoided. In no case—even if he wants to chance a "flier" in the market—should a physician put more than a small percentage of his capital

into such a speculation. The surgeon, if he has any operations ahead and wants peace of mind, is probably better out of the movies altogether. Movie shares are as temperamental and as fickle as movie stars.

### Too Much Oil

In the rich California oil-producing region, leading companies are bringing out of the ground more oil than they can sell. Consequently a price war has broken out. Quotations for oil and gasoline have been slashed, effective over a wide area, including Arizona, the Pacific Coast states, Alaska, and even the Hawaiian Islands.

For the industry as a whole (Texas, Louisiana, Oklahoma, and other important areas) production is under better control. Eventually the wasteful price war in California will be stopped. When that happens a rally in the price of oil company shares is probable.

Nevertheless, the industry still has its sombre aspects; and these are bound to affect security price movements. For 1935, as an example, it is estimated that total dividends on all American oil companies will be at least 10% under the 1934 aggregate.

Except for the likelihood of a rally in case the California war suddenly ends, then, it is probable that oil company shares will continue to lag behind other classes of stocks in any broad market advance.

### Busy Making Bottles

The depression has taught a number of corporations the value of versatility, of being able to adapt themselves to changed conditions and fashions, of suddenly shifting from the manufacture of

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Digitol is standardized biologically by the U.S.P. method to a definite uniformity of potency. Digitol is uniform in action and contains therapeutically desirable constituents of the digitalis leaf, free of inert matter or precipitation.

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Since 1845"*

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# Digitol-Mulford

one line of goods to another. An interesting illustration is furnished by the leading manufacturers of glassware (beer bottles, medicine bottles, table goblets, lighting fixtures).

Immediately following repeal of prohibition, these companies enjoyed the stimulation of a buying boom among newly opened breweries. But the brewers made a mistake. They bought more bottles than they actually needed. They still are using some of these early supplies for present day needs, and their repeat orders for additional supplies have been much lower than normal.

In addition, glassware manufacturers have met other difficulties. Can companies have entered the once exclusive glass-bottle field with a new type of metal beer container. And—still another threat to glass bottle sales—Japanese importers have greatly increased their sales in this country of low-cost beer bottles.

To meet this combination of challenges the glassware industry has improved its products, lowered costs of some lines, diversified output, and effectively widened its customer market. As a result, although it faces a 20% shrinkage for 1935 in beer bottle sales (an important profit line) it promises to report a gratifying increase in total business. For the first eight months both sales and the actual dollar profits of the stronger companies were well ahead of last year. These gains are expected to continue.

Shares of the stronger glassware manufacturing companies are attractive as a business man's speculation.

#### Drug Profits Off

In scanning the security list for likely candidates, the physi-

cian-investor will do well to pass over the shares of leading drug manufacturers. They are not doing so well this year.

Recent reports from prominent concerns in the field show that their *sales* are *higher* than in 1934, but their actual *profits* are *lower*. And it is profits that count, not the volume of sales rung up, as any corner druggist will attest.

Of the nine largest companies whose shares are listed on the New York Stock Exchange, not a single one was able in the first half of this year to show a better profit margin than in the like 1934 period. One leader registered a decline in its profit ratio from \$2.87 for each \$100 of gross business done last year to \$1.86 this year (for the six months ended June 30).

Until this condition improves, shares of leading drug manufacturing companies are not recommended.

#### Government Bonds

Led by U. S. government bonds, there has been a recent decline in prices of practically all classes of bonds—Treasury, state and city, railroad, public utility, and industrial. This was not unexpected, at least by readers of this column.

Prices had ascended to record high levels—so high that it was difficult for an investor to find a first-rate bond which would give him better than a very small interest return on money invested.

There are indications, however, that the decline has about run its course. There is no foundation for some reports that a major setback in the bond market is now at hand. Consequently, smart investors will do well to retain a fair portion of their funds in bonds of high rating.

# Open Your Shirt, Please

**G**ONE and forgotten is many a physicians' committee organized to promote health examinations among the public.

Not so the committee on periodic health examination of the Philadelphia County Medical Society.

Since last year this unit has made its mark—incisively, lastingly. Unwilling to sit tight and pass invertebrate resolutions, it has rolled up its sleeves and gone

to work in earnest. Patients and physicians have benefited alike. The volume of health check-ups given in the Quaker City holds every promise of continuing to climb steadily.

Achieved despite the lukewarm attitude toward health examinations that has become almost traditional, Philadelphia's success takes on new significance. It gives tangible evidence, too, that a

## THE PHILADELPHIA COUNTY MEDICAL SOCIETY

S. E. CORNER 21ST AND SPRUCE STREETS  
PHILADELPHIA

Health and length of life depends largely on the daily habits of the individual, and on the early discovery and control of those conditions which represent the beginning of disease.

Every period of life has its particular risks - diseases of the stomach and intestines in infants; acute contagious diseases in young children; tuberculosis in young adults; heart disease, diabetes, and cancer in middle and past-middle life.

Proper diet is of great importance. Diabetes, decay of teeth, chronic constipation and anemia are the result in many instances of the use of improper foods, more often than of insufficient food.

THE MEDICAL PROFESSION RECOGNIZES THE VALUE OF SPECIAL EXAMINATIONS WHICH ARE NOT MERELY ROUTINE PHYSICAL EXAMINATIONS BUT ACTUALLY HEALTH CONSULTATIONS. PERIODIC HEALTH EXAMINATIONS SHOULD BE MADE ONCE A YEAR, OR AT LEAST ONCE EVERY THREE YEARS. THEY CONSTITUTE ONE OF THE BEST METHODS BY WHICH GOOD HEALTH IS MAINTAINED.

The Philadelphia County Medical Society urges its members to write to their present patients, calling attention to the value of the periodic health examination and to the willingness of the physician to provide this service.

"If you are interested, I shall be glad if you will write or telephone me for a personal interview, or an appointment for yourself and other members of your family.

Very sincerely yours,

*(This letter has the approval of The Philadelphia County Medical Society and is supplied for the use of its members)*

# Contains 90% Salicylic Acid

*set in full strength it will not irritate the skin*

"S.E.D.", which is one of the two active principles of Ki-uma Ointment, is a salicylic ester of the dihydroxethane series. This ester has a salicylic acid content of 90%, yet you may apply it full strength to the skin without any deleterious effects.

The base of Ki-uma Ointment—oleum bassiae parkii—is derived from the berry of a tree, which has been used for centuries by African tribes for alleviating rheumatic pains. It has pronounced absorptive and penetrating properties, and is in itself an active factor in the therapeutic efficiency of Ki-uma Ointment.

Since oleum bassiae parkii and S.E.D. are BOTH therapeutically active, almost the whole of Ki-uma Ointment possesses anti-rheumatic properties.

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Oleum Bassiae Parkii	60.0
S.E.D. . . . .	10.0
Ol. Eucalyptus . . .	1.5
Non-Oxidizable Base	27.3
Pine Oil . . . . .	1.2



(ABOVE) OSTEO ARTHRITIS  
(BELOW) RHEUMATOID ARTHRITIS



Ki-uma relieves PAIN in a large percentage of these cases

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This Triple Treatment is described in a brief folder which will be sent on request, together with a professional package of Ki-uma Ointment.

# KI - U M A

county society can be of *practical* aid to its members.

The committee on periodic health examination approached its task simply and directly. Its first step was to find out why the health audit idea had not "clicked" in the past. Reasons were abundant: "I haven't time to try to round up patients for this work." "I doubt whether I could write a letter that would 'pull.'" "My secretary is too busy with her regular work to type a lot of reminder letters each month." "Patients may think I'm trying to drum up business." "If I encourage health examinations I'll have to keep a whole file of elaborate, cumbersome records."

The committee's reply to these objections took the form of a carefully planned patient-recall letter and a simplified yet inclusive health examination blank.

First, the letter (preceding page):

It appeases the physician. There's no need for him to compose a message. The committee has already done it for him.

It eases his secretary. She doesn't have to type it. It's already multigraphed. All she has to do is fill in the addressee's name.

It pleases the patient. He's impressed by the fact that it comes to him on the letterhead of the local medical society. It convinces him that the doctors in his community have his welfare at heart. The way it's worded precludes its being interpreted as a selling effort by his family physician.

An adequate stock of these ready-made invitations is kept on hand at the headquarters of the society. Personal application brings the doctor all he can use at the cost price of 50 for 25 cents.

The health examination blank (below), prepared in conjunction with the form letter, is also distributed at cost: 25 cents for 10. Although of large size (8" x

#### PHYSICAL EXAMINATION

Height:	Weight:	lbs. underweight	lbs. overweight
Chest: Inspiration	in.	Expiration	in.
General appearance (strong, frail, athletic, anemic, etc.)			
Check negative findings (V)		Underscore and describe	
Mentality			
Nervous system—paralysis, reflexes, tremors			
Hair and scalp			
Skin and lymphatics			
Eyes and eyelids—vision			
Ears and mastoids			
Nose			
Teeth, tongue, gums			
Mucous membranes			
Tonsils—pharynx			
Larynx			
Neck			
Thyroid			
Lymph Glands			
Vessels			
Chest			
Heart and aorta			
Lungs			
Breasts			
Abdomen and contents			
Hernia			
Rectum			
Prostate			
Genitalia			
Gynecologic			
Extremities:			
Hands and feet			
Blood Vessels			
Skeletal defects			
Posture			
Spine			
Joints			
Laboratory			
Urine			
Blood			
Feces			
B. M. R.			
Others			

#### SUMMARY AND RECOMMENDATIONS :

1. Significant points in history
2. Significant points in physical and laboratory findings.
3. Recommendations:
  - (a) Hygiene and mode of living.
  - (b) Findings requiring immediate attention.
4. Other important findings but not urgent.
5. Suggested date of next examination:

Showing both sides of the health examination blank.

10") it may be folded to nestle compactly in a standard 5" x 8" card file. The high-grade card stock on which it is printed easily withstands repeated folding.

On the reverse side of the blank is a heading, "Suggested date of next examination." Such dates should be assiduously followed up, and a reminder (for sample, see May MEDICAL ECONOMICS, page 20) sent to the patient a week or ten days before the time arrives for him to receive his annual check-up.

Date: A. M. P. M.  
 lbs. Temp. Pulse Resp. B. P. Syst. Dias.  
 Girth (at umbilicus) in  
 variations from normal.

**1. NAME** Address Tel. No. File No.

**PATIENT TO FILL OUT THIS SIDE OF BLANK BEFORE APPEARING FOR HEALTHY EXAMINATION**

Age Sex Race S. M. W. D. Sep.

**2. OCCUPATION:** (Exact Duties) Indoors? Outdoors? Crowded?  
 Hours of Employment: Overtime? Days per week? Ventilation: good? bad?  
 Pleasant? Disagreeable? Indifferent? Feel tired often? Change job often?  
 Atmosphere: damp? dry? medium? Temperature: too hot? too cold? Standing? Sitting? Heavy lifting?  
 Worry about your work?

**3. EDUCATION:** Years elementary school? High school? College or other?

**4. HEALTH HABITS:** Sleep—hours averaged? Disturbed? Windows open? Sleep alone?  
 Rest rested on waking? Times you arise nightly to urinate? Shower? Sponge? Hot? Cold? Warm?  
 Bathing: Times per week? Tub? Exercise: Daily? Occasionally? Kind—amount?  
 Recreation: Kind—amount? Other Activities: Describe:  
 Teeth: Times cleaned daily? How often visit to dentist? When last?  
 Bowels: Unaided daily movement? If not: kind of laxatives? Frequency?  
 Tobacco: Daily amount? Alcohol: Present consumption? Previous habit?  
 Previous habit?

**5. HOME:** Live home? No. evenings home weekly? No. of rooms? Sunny? Noisy?  
 No. of adults? No. of children (under 16 years)? Glad to get home?  
 Get along well with family? With friends? Prefer to be alone? Earn enough to live on?  
 Financial or other worries? Describe:

**6. FOOD:** No. regular meals daily? Where eaten? Eat between meals? What?  
 At bedtime? What? Dinner? What foods do you like best?  
 Average time for meals: Breakfast? Lunch? Pain before meals? When is largest meal?  
 Discomfort after meals? Coffee? Tea? Milk? Other liquids:  
 How much daily of—Water? Coffee? Tea? Milk? Potatoes? Fresh fruit? Candy?  
 Meat? Green vegetables? Bread?

**7. MEDICAL HISTORY.** Ever had any of the following? (Insert at what age; answer yes or no)

Scarlet fever	Chorea	Arthritis	Typhoid Fever
Running ears	Swelling of feet	Diphtheria	Piles
Pneumonia	Frequent colds	Diabetes	Kidney colic or gall stone colic
Influenza	Pleurisy	Boils or Carbuncles	Heart disease
Bronchitis	Frequent sore throats	Gonorrhea	Kidney disease
Tuberculosis	Rheumatism	Syphilis	Sinus Disease

Describe all operations, accidents or injuries:

Ever associated with any one having tuberculosis? When? Whom?  
 Ever rejected medically for employment or life insurance? When? Why?

**8. MENSES** began? Are menses regular? Duration? Interval? Painful?  
 Incapacitating? If so, how long? Discharge between periods? Kind?  
 Have you passed the change of life? If so, when? No. of pregnancies?  
 Any trouble in labor? What? Operations?  
 No. of miscarriages, induced or accidental? No. of still-born? Pain during intercourse?

**9. Have you had any of the following symptoms during the past twelve months? (answer yes or no)**

Headaches	Loss of appetite	Palpitation	Fainting spells
Dizziness	Night sweats	Shortness of breath	Convulsions
Persistent Cough	Vomiting spells	Swelling of feet or eyelids	Mental depression
Loss of weight	Indigestion	Frequent urination	Pain in joints or muscles
Spitting blood	Nausea	Severe abdom. pain	Ear discharge
Rapid fatigue	Pain near heart	Backache	

**10.** If your health is impaired or you desire to say anything further regarding yourself or health, explain here.

**11. SIGNIFICANT POINTS IN HISTORY** (to be filled in by physician).

# "I Hereby Testify . . ."

PRACTICAL POINTERS FOR MEDICAL  
WITNESSES • By MAGNUS BREDENBEK

**D**R. Menas S. Gregory, renowned former head of New York's Bellevue Hospital psychiatric division, was on the witness stand. A lawyer for heirs seeking to upset a wealthy relative's will leaned toward the specialist in mental diseases.

"You are intimately acquainted with the affliction the decedent suffered?" he asked.

"I am."

"Tell the court, please, Dr. Gregory, what you know of his case."

Dr. Gregory began a recital of the decedent's actions while under observation in a New York hospital. He had brought to court the case records so that his factual evidence would not be based merely on memory.

"And now, Dr. Gregory," the lawyer asked, when this phase had been covered, "please tell the court if, in your opinion, the decedent was mentally competent to dispose by will of his estate."

Dr. Gregory, one of the keenest guardians of medical rights ever known in the profession, smiled at the lawyer.

"Such a statement, sir," he said, "enters the realm of expert testimony. Are you asking my opinion as an expert? If not, I must decline to answer."

"Of course I'm asking you as an expert!" the lawyer said iras-

cibly. "What is your opinion of the decedent's competency?"

"I would say without hesitation that he was of sound, disposing mind," the expert replied.

The lawyer's brow furrowed angrily.

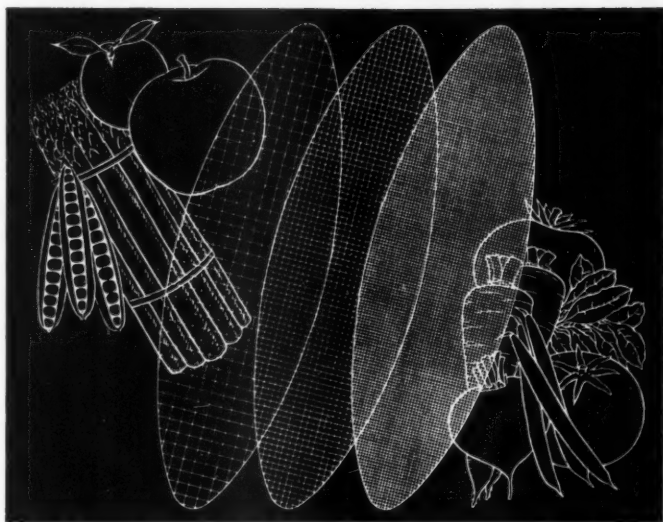
"You are sure? You know we're trying to prove the deceased was not in mental condition to draw a will, don't you?"

"I am sure. And I'm not interested in what you're trying to prove or what the other side is trying to establish," Dr. Gregory replied. "You asked for an expert opinion and I have given it."

This case is a sample of others in the writer's memory, wherein



MENAS S. GREGORY, M.D.



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We believe that you will find them neither too coarse for an infant's digestive system to cope with easily... nor too finely subdivided to facilitate the transition from liquid foods to solids.

We know that you will find them uniform—free from disturbing variation. For both their texture and consistency are held to standard by constant labora-

tory supervision. May we send you—free—a comprehensive booklet of recent findings on Infant Feeding?

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Every item added at a doctor's request.  
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#### SOUPS

Baby Soup (Strained)  
Baby Soup (Unstrained)  
Vegetable Soup, Beef Broth

#### FRUITS

Apricots, Prunes, Applesauce

#### VEGETABLES

Tomatoes, Asparagus,  
Spinach, Peas, Beets,  
Carrots, Wax Beans

#### CEREALS

Wheatheart Cereal



## CLAPP'S ORIGINAL BABY SOUPS AND VEGETABLES

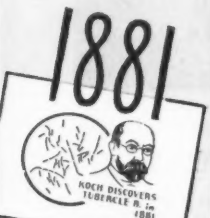
MADE WITH THE TEXTURE DOCTORS HAVE ORDERED



1860



1876



1881



1898



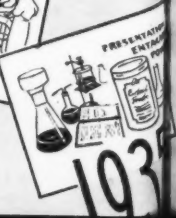
1909



1915



1926



1934

# 75th ENTACARB Rx to Neutralize G



**DOSAGE**—a heaping teaspoonful in half a glass of water. Indicated in acidosis, "colds", urticaria, rheumatic conditions, and to reduce over-acidity in pregnant women. Entacarb Powder is supplied in one and three ounce containers.

# 1 Anniversary Product

# ARB POWDER

## ize Gastric Hyperacidity

Reed & Carnrick, Pioneers in Endocrine Therapy, celebrate this year the 75th anniversary of the founding of their laboratories, and present to the medical profession their newest product.

ENTACARB POWDER—for gastric alkalinization—has been produced at the request of many physicians who have used Entacarb Tablets, the general alkalinizer, with entirely satisfactory results.

Following the same basic formula used for Entacarb Tablets, the POWDER is a combination of the best known alkaline drugs. While it confines its efforts to gastric hyperacidity, it should also be of value as an addition to the dietary, since it contains calcium in considerable quantities.

### MAIL THE COUPON FOR FREE SAMPLE

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Please send me a sample of Entacarb Powder, the *gastric* alkalizer.

Name .....

Street .....

City ..... State .....



193

medical men are asked to give evidence beyond the facts of treatment of patients.

But, in this case, Dr. Gregory, having been asked for and having given expert testimony, presented a bill to the estate of the deceased. The heirs whose legacies under the will had been preserved to them disputed his bill. But the Surrogate's Court upheld Dr. Gregory and the bill was paid.

Still another case comes to mind in which a physician was called to the stand. He was asked to testify in an accident case involving \$50,000. The defendant was a large corporation. After he had reported the usual factual evidence about the man's injury and the treatment given, the doctor was asked if the plaintiff was permanently disabled. Knowing his rights and realizing that he had not been retained by either side, the practitioner declined to answer unless guaranteed a fee for expert testimony. He knew that upon his reply depended the jury's award. When assured that his bill would be honored, he declared the accident victim was not

permanently injured, as the latter had claimed.

The verdict, which might have been \$50,000 was only \$2,000. The doctor had saved the defendant corporation \$48,000. His bill was presented, based on a percentage of the amount involved in the suit. It was protested as too high. The doctor sued—and won.

Had the two experts, in either of the two cases cited, voluntarily given their testimony, they would have lost fees to which they were justly entitled. The two cases are of a type similarly facing many of you when called into court.

You often are called upon to give valuable testimony in cases that involve large sums of insurance, for instance; especially in accident cases covered by accident clauses in policies. Permanent disability is usually alleged by the suing policyholder. The importance of medical evidence in such cases is self-evident.

Many such cases involve hospital physicians—particularly internists who have given emergency treatment on ambulance calls or



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## CONCLUSIVE

The extent of fractures of the type revealed in these radiographs often cannot be established clinically. But the x-ray evidence is conclusive.

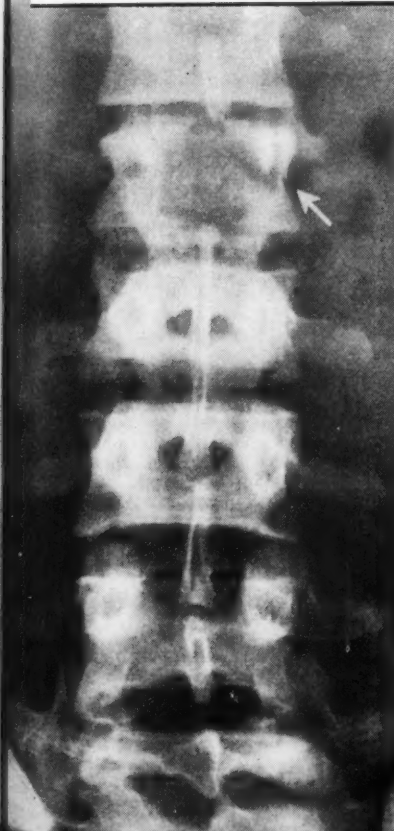
When you deal with conditions involving the spine, such as those that follow, always enlist the services of your radiologist.

**Fractures      Postural Changes**  
**Osteomalacia      Osteo-arthritis**

**Spondylolisthesis      Tuberculosis**  
**Metastasis      Luxations**  
**Metabolic and      Syphilis**  
**Nutritional Disorders**

In all cases where the patient's spine is affected, radiographs alone provide graphic evidence...They fully establish the extent of any pathology or trauma.

**EASTMAN KODAK COMPANY**  
Medical Division      Rochester, N. Y.



when the patient has been brought to the hospital.

Bellevue internes are thoroughly instructed in this regard. "When you are called into court," they are told, "tell all the facts: what you saw, what you did, what the patient's condition was, and how he responded to your treatment. *But beyond these facts do not give any other testimony.* For then you are entering the sphere of expert testimony, for which value should be returned for value given."

It might be well if every hospital in the country gave similar advice to its neophytes in the profession.

Similarly in murder cases, usually for the defense, lawyers are likely to ask you questions bordering on, if not entirely within, the zone of expert evidence. Doctors on the stand should assure themselves that their testimony in such cases is to be rewarded. Otherwise, they should refuse to testify. Thousands of medical men have lost legitimate fees because they were not alert. Ethical lawyers often safeguard the physician in this regard, but even they sometimes unwittingly trespass on the expert's rights. As for the unethical lawyers, the least said about them the better.

Other cases involve efforts of insane persons to avoid incarceration or of relatives seeking expert testimony to warrant such incarceration. Too often, alas, doctors in such cases give away

valuable information without recompense.

There are six great divisions of the law in which medical men are called upon for expert testimony and in which they should safeguard their economic rights and demand fees. These relate to wills, insanity, accident, insurance, crime, and real estate.

For example, taking just one of these six divisions—real estate—the chief factor involving expert testimony is the mental capacity of a conveyor of real estate. In many cases of property transfers, the sanity of the conveyor is questioned. Many such transfers have been upset by expert medical testimony that the man who had deeded away his property was mentally incompetent at the time. In this way, many frauds have been prevented and many estates preserved. Such service is valuable and should be recompensed. Too often, however, it is not, because the physician does not realize what he is giving away.

You can apply the same reasoning to other branches of the law in which you may be involved sometimes as a witness.

Here's another vital point: Suppose you voice an expert opinion *outside of court* in the presence of some one else besides your patient. This is actually a self-inflicted blow at yourself.

If a patient and his doctor are alone when the latter makes such a statement, the physician is en-

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Doctor.....ME 10  
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titled to safeguard whatever he tells his patient, under the rule of professional confidence and secrecy. But—if a *third party* is present and overhears a doctor say, for example: "You are permanently disabled," or "I doubt that you will recover," that patient, if a suit is involved, can compel the physician to make the same statement in court to fortify his case. The doctor cannot then stand on his right to refuse an answer as to permanency of the litigant's disability or hopelessness of his recovery. In other words, the *third party* to such confidences in the sick room can testify *in court* to what the doctor said expertly *out of court*; whereupon the doctor must submit to direct and cross-examination on such a statement and virtually *must reply*. He thereby has sacrificed a possible fee.

Again, if a patient calls a doctor to the stand, the patient waives his right to preserve inviolate the professional confidential relationship; and the physician is free to testify as he may wish.

It must be admitted that all

doctors are not experts. Nevertheless, it holds that if you have treated a patient and thoroughly understand his condition, you can reasonably be adjudged an expert in a case involving his physical or mental status.

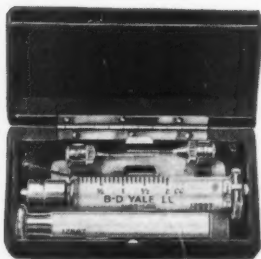
As such, it is advisable to try to detect in any hypothetical questions put to you some distortion of fact which can be corrected before an answer is given. Such hypothetical questions are a familiar device. Yours is the responsibility of being alert to their inherent evils lest you make unwarranted statements or let conclusions be inferred far different from what you intended to convey.

Lawyers generally hold medical men in high regard, and *vice versa*. They are more inclined to cooperate than to be antagonistic. Yet, in court, the writer often has seen lawyers, acting in the interests of their clients, of course, try to sway juries by getting the laugh on the doctor, so to speak, while avoiding any direct dissection of his opinion as an expert.

If you are on the stand as an expert, you must expect this legal

## B-D BAKELITE CASE

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The convalescent who rebels at foods rich in iron because they are distasteful, creates a problem for the physician. Insufficiency of iron-intake retards recovery and intensifies the anemic state.

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According to a distinguished internist, clinically Ovoferin has the properties of the ideal iron preparation. Ovoferin not only enjoys all the advantages of organic iron as a rapid blood-builder, but has none of its disadvantages. It is palatable, never disturbs the gastro-intestinal tract, it is quickly assimilated and does not irritate or discolor the teeth. Its markedly beneficial effect on the general metabolism is noteworthy. Children take it readily because of its freedom from disagreeable odor or taste.

Each adult dose (a tablespoonful in a wineglass of milk or water) contains one grain of elementary iron in colloidal form, held in this state by means of a protective protein colloid. For children, the dose is two teaspoonfuls.

Ovoferin is prescribed in 11-ounce bottles. If you have not used Ovoferin in your practice, we shall be glad to send you a trial bottle on request.



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fencing. Nor can you blame the adept in forensics for seeking to win his case against any adverse testimony you may have given.

If you chance to be *his* witness, he will handle you with kid gloves; but if you are the *opposition's* witness, prepare for the onslaught! In any event, never let yourself be put on the defensive so far as your *professional* testimony is concerned.

Laws of the states differ as to compensatory values of medical witnesses. Some have laws *requiring* payment for expert opinions demanded in courts, even if no

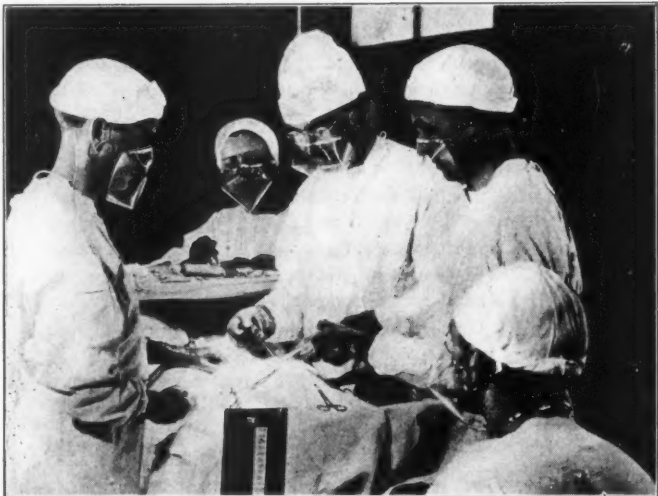
contract has been made for such evidence; as witness the upholding of Dr. Gregory's bill cited at the beginning of this article.

Other states hold that a doctor subpoenaed to testify in a case is entitled only to the usual fee of an average witness, and that for his lost time he is not entitled to greater remuneration than any other witness.

These points are mentioned merely to demonstrate how necessary it is for you to *watch your step*. On which note this discussion may well end.

---

## Masks You Can See Through



Courtesy E. I. Du Pont de Nemours & Co.

Here and there, among the more conventional surgeons' masks, a new-type face covering is making its appearance. Made of a cellulose acetate plastic, it is said to be non-inflammable, impermeable, and capable of being worn 40 to 60 times.



**AFRAID**



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M. D.



To what extent has health insurance invaded the United States? Where is it being practiced? In what forms has it appeared? A series of articles which began with a general introduction last month penetrates the subject from all angles. ¶ Nine outstanding types of American health insurance plans stand before the bar of professional and public opinion. The specific type discussed here and exemplified by Fulton County's Medical Service Bureau\* is controlled by a medical society and open to the public. ¶ The weight of authoritative opinion regarding such projects is as follows: In theory, they are admirable. In practice, they face administrative difficulties—especially when using the society as an operating unit for enrolling subscribers and providing service. ¶ If county societies push these undertakings aggressively, they can no doubt enroll large numbers. Many of them feel, however, that it is desirable to restrict rather than to extend them. ¶ Physicians are inclined to view the movement as a temporary expedient to satisfy popular demand or interest in health insurance. The majority, it appears, are not of the opinion that it will grow to large proportions. ¶ The attitude of the public is one of interest and willingness to participate whenever the benefits are available at a price which they consider reasonable. Despite a broad, potential interest in health insurance, individuals seldom rush to participate in any given plan. The advantages of membership have to be outlined to them clear-

\*Bureau does not use term "health insurance" in explaining its service to public.

# Buying

VIA THE FULTON

THE sound of a hammer thudding against leather, the acrid odor of tanned hide, the sight of many pairs of shoes. These greeted me as I entered the repair shop of David Ajouelo, Spanish-American-Jewish cobbler, at Peachtree and Tenth Streets, Atlanta, Georgia.

One might imagine all sorts of diseases emanating from the practice of mouthing nails and bits of leather. But—didn't Sir Henry Morgan's buccaneers nibble leather while crossing the Isthmus of Darien to sack the rich Spanish city of Panama? Didn't Napoleon's legions chew hide from their boots in the retreat from Moscow? Didn't the Danes masticate belt straps and pieces of saddle during their ill-fated defense of Schleswig-Holstein against the Prussians?

ly and forcibly. ¶ Such projects are not extensive enough yet to permit an accurate answer to those who ask whether they tend to bring about a higher or lower professional income than under private practice. ¶ That this article on the Medical Service Bureau of Fulton County might be as complete and unbiased as possible, a thorough investigation was made at the scene of operation. Thus, the result is not hearsay. It represents a collation of facts supplied by officers of the bureau, physicians, and lay subscribers.

# Health in Advance

COUNTY MEDICAL SERVICE BUREAU • By a STAFF WRITER

Are modern cobblers made of less stern stuff?

I mentioned the possibility of illness to David Ajouelo. He grinned.

"I'm not afraid of getting sick," he said. "I'm a member of the Fulton County Medical Service Bureau."

Pressed for his opinion of that organization, whose activities I was studying, Ajouelo became enthusiastic. Here are his exact words. Never mind the diction.

"It's swell. I got four in my family"—he counted on his fingers—"me and my wife and my father and mother. They make money out of my mother and my father and me. We ain't never sick. But my wife—she been sick right along. And that's where I make money.

"I know this plan in Cuba. It's

a lot better there. They give you hospital attention there and I hope they do that here some day. It would help a poor man. But just like it is I think plenty good of it.

"I got a friend across the street in the delicatessen. I try to get him to join. No! He laughed at me paying out money for nothing. Two week later his wife she get kidney trouble and go to the hospital. She been there for months. Now he got a \$900 doctor bill for operation and all that he won't pay in ten year. If he had join with me it wouldn't be like that. Look at me. I don't owe nobody. A business man has got to look after his money like that."

This was quite a different viewpoint from that of several ultra-conservative physicians I had



Booster-members (l. to r.): David Ajouelo, cobbler; Mrs. H. R. Acosta, teacher; Harry Peagler, butcher.

questioned. I decided to see a few more lay members of the bureau.

H. Carter Bradshaw, clerk for the U. S. Forestry Service at Atlanta, told me about several people who had joined, then quit the bureau because they believed they were laying odds in a gamble with illness that didn't appear likely.

"But I don't agree with them," he continued. "Our baby was born eight months ago under this plan, and it cost me exactly \$29 for the pre-natal care, the delivery, and the care my baby and wife have received since. I know I've saved more than \$250, because the three of us have had medical care from at least five doctors in the past year. All three of us belong now, and the fellows who work in the office with me are joining up, one by one."

A "godsend" was the opinion of Mrs. H. R. Acosta, kindergarten teacher, of 392 Eighth Street, N. E., whose husband is unemployed.

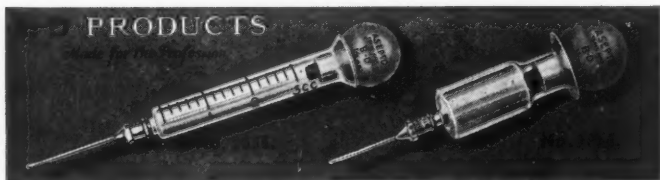
"I have undergone two operations and six blood transfusions

in the last year," she said. "Six doctors have worked over me, and there were times when it was believed I was gone. I've had my regular family doctor visit me either at home or at the hospital almost every day in the week for the last year. The others were specialists who were called in. All this care has cost me around \$30.

"I would rather pay for my medical care on a well-considered plan like this than die of neglect in a city hospital. I wondered at first if my doctor's attitude would change when he found he was treating me through the bureau. I must say he is as considerate today as he was when I was paying him under the old plan. This alone convinces me that he is seriously interested in his opportunity to benefit humanity, and it gives me a greater confidence in him."

Then there was Harry Peagler, butcher in Bradshaw's Market at 1019 Peachtree Street.

"Yes, sir!" he exclaimed, beaming. "You bet I've saved money! And I can look the doctor in the



### for MINOR SURGERY

**No. 2035** Asepto syringe with blunt, flexible, sterling silver cannula for aspirating and injecting small nail and puncture wounds. Also for Vas deferens and Skene's glands.

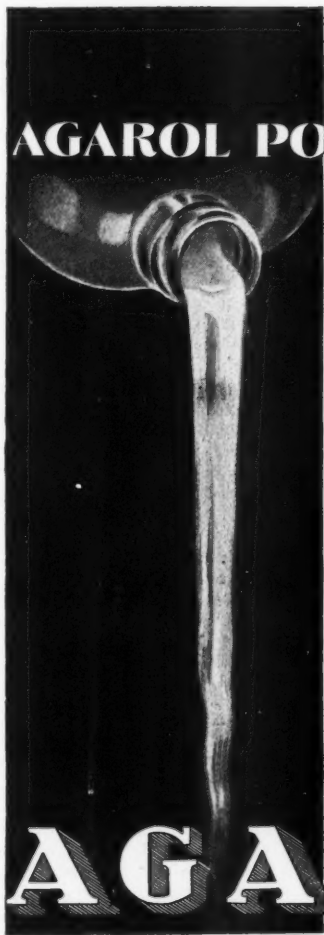
Send for folder describing and illustrating fifty styles and sizes of Asepto Syringes.

### for EYE WORK

**No. 2034** Asepto syringe suggested by Dr. Isidore Goldstein for injecting the lachrymal canal and other fine ducts. The fine sterling silver cannula is flexible and has a small bulbous point.

**BECTON, DICKINSON & CO., RUTHERFORD, N. J.**

## AGAROL POURS FREELY



A good emulsion should pour freely. Agarol does. It is a mineral oil and agar-agar emulsion with phenolphthalein that mixes thoroughly with the intestinal contents, supplies unabsorbable moisture, lubricates the tract and gently stimulates peristalsis. And, of course, it may be added to water, milk, or to any other liquid. Agarol is emulsified to such exceptional fineness that it will not be broken down in any dilution.

Agarol is palatable without artificial flavoring, because highly purified ingredients impart no taste that needs disguising. It contains no sugar, alkali or alcohol—suitable for any age period, under any condition, for the relief of acute constipation and in the treatment of habitual constipation. . . . Trial supply gladly sent on request.

# AGAROL

*Supplied in bottles containing 6, 10 and 16 ounces. The average dose is one tablespoonful.*

**WILLIAM R. WARNER & CO.  
Inc.**

113 West 18th St., New York City

face whenever he calls at my house. Lord knows, that's a comfortable feeling. And I'm inclined to believe it's half the cure! Just imagine, having the doctor *all paid for* before he walks in the door. My wife and baby and I all belong to the bureau now. I think every young man in my financial shape should belong to it and feel that he has a whole bookful of the best doctors in the county that he can call in at any time—and there won't be any heavy bills to worry about!"

What, then, is this Medical Service Bureau of Fulton County? A charity organization? A quixotic enterprise likely to perish because of financial anemia? Let's go behind the picture and see how sturdy the canvas is on which it's painted.

Fulton County, like other segments of America, has felt the pinch of the depression shoe—as have doctors' incomes. That the care of the sick should have become more and more onerous, then, is not surprising.

Early in 1932, members of the Fulton County Medical Society named a committee to study several suggested plans of health insurance. This committee on medical economics, after painstaking research, finally offered a plan in October, 1933, which was accepted. The Fulton County Medical Relief Association was incorporated and permitted to occupy

space in the society's headquarters at 38 Prescott Street, N.E., Atlanta. The association elected officers; the Fulton County Medical Society elected its board of governors; a lay manager and personnel were added.

Although self-supporting, the organization is not a profit-making venture. Its sole aim is to provide medical care in the event of illness to persons of modest means, in return for a prepaid monthly premium. It conforms with all ten rules relating to medical service laid down by the American Medical Association last year, its sponsors declare.

Money loaned to start the project was advanced by the county society and by those doctors who believed in the venture. Other doctors refused to help what they deemed a hazardous adventure.

The society contributed \$500 and the doctors \$1,204. This money (for equipment, organization and operating expenses) was to be repaid out of the association's first available earnings; and all doctors' bills for professional services, it was agreed, would have to wait. There was, and is now, no capital stock.

Because of a mistaken idea among the public that the word "Relief" in the title of the organization entitled anyone to free doctoring, its name was changed to Medical Service Bureau. The bureau is in no sense a charitable

## OcCy-Crystine

**The Sulphur-bearing Eliminant—Detoxicant**

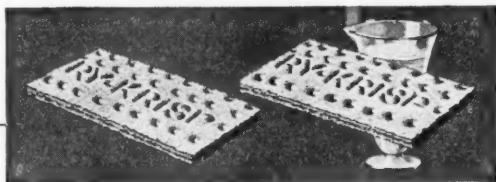
Samples on Request

LABORATORIES at Salisbury, Conn.

# Why RY-KRISP

helps to correct common constipation

— *naturally*



A high percentage of bran. High pentosan and crude fibre content.

Each Ry-Krisp wafer is capable of absorbing five times its own weight in water.

COMMON constipation, due to insufficient bulk, frequently responds quickly and surely to Ry-Krisp introduced into the patient's normal diet.

Made simply of whole rye, salt and water, double baked to tempting crispness, Ry-Krisp is a wholesome food for children and adults. Its bran, pentosan and crude fibre content all tend to produce normal bowel action, while its low water content (only 6.8%) and porous structure permit each wafer to absorb five times its own weight in water—producing needed bulk to stimulate natural peristaltic action.

Easy to use, and crisply delicious, Ry-Krisp fits into the menu naturally and pleasantly. Served as toast at breakfast, with soups, salads or main courses at other meals it contributes unique flavor and welcome variety. In fact, these wafers taste so good with almost any food that the patient is glad to eat them regularly. This, of course, insures more satisfactory results. For free samples and the Laboratory Research Report on Ry-Krisp use the coupon below.



## RY-KRISP

WHOLE RYE WAFERS

Ralston Purina Company, Dept. ME,

148 Checkerboard Sq., St. Louis, Mo.

*Please send me literature and free samples of Ry-Krisp*

Name \_\_\_\_\_ M.D.

Address \_\_\_\_\_

(This offer limited to residents of the United States)

# A REMARKABLE NEW

## HYPO OUTFIT

•  
*without*  
**METAL  
CLIPS**

•  
**The VIM  
PROTECTO**

**\$3<sup>75</sup>**



Metal clips and their attendant troubles are entirely eliminated from the VIM Protecto—for this remarkable hypo outfit has a live-rubber tray that **HOLDS** the contents securely—**PROTECTS** them against damage even tho the case is dropped.

Yet the complete outfit weighs but 4 ounces—complete with a

2 cc. VIM Syringe, 2 VIM Square Hub Needles, 4 Tablet-Vials. So free from bulkiness that it conveniently slips into the vest pocket. Easy to carry; easy to sterilize; always ready for use.

An ideal gift for yourself or others . . . \$3.75. Order from your surgical instrument dealer.

**MacGREGOR INSTRUMENT CO., Needham, Mass.**



Newly-enrolled subscribers leaving the Medical Service Bureau. The bureau is housed in the Fulton County Academy of Medicine building.

organization, even though operated on a non-profit basis.

On the roster of the bureau are 262 physicians—all members of the Fulton County Medical Society in good standing. This number, which is increasing, includes physicians, surgeons, and specialists in every field.

Lay persons, after they have joined the bureau, are entitled to all forms of examination and treatment: surgical; obstetrical; x-ray; laboratory; eye, ear, nose and throat; consultation; office calls; home and hospital visits. However, hospital costs, drugs, dentistry, and nursing are *not* included. These expenses must be borne separately by the patient.

The lay member may call any

doctor on the roster of the bureau at any time. The bureau does not choose the physician; it merely pays the physician's bill.

Any doctor not on the bureau roster may be called by a lay member and may, at his option, treat such lay member on the same terms as a roster doctor. Any doctor on the roster has the same right to refuse a call. His relationship with his patient is not limited or changed in any sense by membership in the bureau. The only difference is that the bureau pays his bill.

The bill is not based on what the lay member pays in dues, but on a fixed scale of charges agreed upon by the doctor-members as fair. Thus, a patient may require

several hundred dollars' worth of medical attention. He won't get a bill for that sum, but the bureau will—and will pay it.

White persons in good health, except drug addicts and alcoholics, who live in or near Atlanta (Fulton County), are eligible for membership. But they must fall within one of the following groups:

1. No dependents; income \$75 per month or less.
2. One dependent; income \$125 or less monthly.
3. Two dependents; income \$135 per month or less.
4. Three dependents; income \$145 monthly or less.
5. Four or more members; income \$150 per month or less.

Membership is individual. A separate application is required for each member of the family or other group. An enrollment fee of \$1 is charged each member. Dues are \$1.50 per month payable in advance, with a 15-day period of grace. In family groups, the first member pays \$1 for enrollment and \$1.50 per month; the second member of the family pays a \$1 enrollment fee and \$1 per month; the third an enrollment fee of 50 cents and monthly dues of 75 cents. All additional members of the family each pay the

enrollment fee of 50 cents and monthly dues of 50 cents.

Maternity patients are accepted as members on payment of one year's dues in advance and a delivery fee of \$20. Tonsillectomy patients are accepted as members on payment of a full year's dues in advance and an operative fee of \$15. Applicants needing surgical care are considered individually by the board of directors.

On the board are five Fulton County Medical Society members who serve without pay. The officers consist of a president, vice-president, secretary, and treasurer. In addition, there are six lay employees: a manager, associate manager, secretary, and three field representatives.

Obviously, the bureau has done no advertising, although a few newspaper stories published at the time of its organization did provide publicity. Members are brought in by friends.

There are no medical facilities at the bureau's headquarters, since patients are treated at the doctor's office, at home, or in a hospital. The only equipment the bureau needs and has are a few desks, tables, chairs, filing cabinets, and office supplies. It occu-



the dependable urinary antiseptic

## CYSTOGEN

Methenamine in its Purest Form

In the urinary tract Cystogen sets free a dilute solution of formaldehyde which flushes the genito-urinary canal from the glomerulus of the kidney to the meatus urinarius. Cystogen also eases renal and vesical discomfort. It is particularly valuable in non-tuberculous infections, such as pyelitis, cystitis, urethritis, etc. *Free sample on request.*

CYSTOGEN CHEMICAL CO., 882-3rd Ave., Brooklyn, N. Y.



*The use of*

# MISTLETOE

*For the*

## TEMPORARY REDUCTION of HYPERTENSION

Clinical use during the past eleven years has convinced physicians in all parts of the country of the efficacy of this drug (*Viscum Album*) as combined with the bile salts and nitrite in

## TABLET VISCO

**R<sub>v</sub>**

Ext. Mistletoe (*Viscum Album*) 1 gr.

Ext. Ovgall (standardized) . . . . . 1 gr.

Sodium Nitrite . . . . . 1 gr.

Physicians who have not used Visco in their practice are invited to use the coupon to request a free clinical sample.

**PITMAN-MOORE COMPANY**  
**INDIANAPOLIS**



PITMAN-MOORE COMPANY, Indianapolis

ME-10-35

You may send me a sample of TABLETS VISCO for clinical use.

M.D.

Address . . . . .

City . . . . . State . . . . .

pies one room in the local Academy of Medicine building.

What system is followed in admitting members? After a waiting period of 15 days, during which the prospective member's statements are checked, the board of directors passes on his application. Once admitted, a member is entitled to all benefits of medical service provided. In case of accident, membership is immediately effective and treatment given; but if the board rejects the application, the patient's enrollment fee and dues are returned to him.

As an example of how this works, one woman, a victim of a chronic illness, applied for membership. The board was about to reject her. Meanwhile, she was injured in an accident. Treatment was given, therefore; after which her enrollment fee and dues were returned and membership denied.

All members receive identification cards and must show them to doctors they summon, so that bills can be sent to the bureau. Non-payment of dues spells expulsion. Reinstatement can be obtained by paying a new enrollment fee and a month's dues in advance.

A glance at the table of new members gained each month since

the bureau started shows its progress:

April, 1934	13
May "	39
June "	28
July "	33
August "	26
Sept. "	34
Oct. "	36
Nov. "	55
Dec. "	41
Jan., 1935	36
Feb. "	33
March "	73
April "	91
May "	67
June "	64
July "	61
August "	67
Total	797

In this list are included thirteen reinstatements. Three had their money refunded: two because their income increased above the limits fixed by the bureau, one because of a concealed chronic ailment.

Charity is optional among individual member-physicians. The bureau aims to make members feel that they are paying patients. And they are. They do not feel obligated, as they might if receiving charitable dispensations.

The fact that this plan, at first

## The VIM Slow-ground Syringe

### ✓ LONGER ACCURATE LIFE

(because the glass is SLOW Ground)

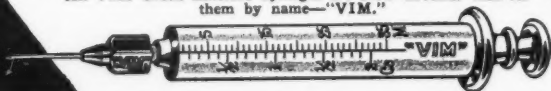
### ✓ VELVETY SMOOTH OPERATION

(Slow grinding makes a finer ground finish)

### ✓ FREEDOM FROM LEAKAGE and BACKFIRE

(Piston and barrel fit tighter—always)

All VIM Green Emerald Syringes are Slow Ground. Ask for them by name—"VIM."



No. 22 of a Series of Advertisements Prepared in the Interest of Acetanilid U. S. P. by the Emerson Drug Company

# Acetanilid... in an **EFFERVESCENT** Medium

ACCORDING to Fantus, effervescent powders form a convenient method of administering various salts in effervescing solutions, rendering them more agreeable to the palate, more acceptable to the stomach, and favoring their absorption.

• Acetanilid has been pronounced an exceptionally safe and effective analgesic for every pain of nerve origin. The literature contains many references

concerning its happy administration in headache, migraine, neuralgia, etc. . . its promptness in blocking the synapses and thus preventing pain from reaching the higher centers. It is not habit-forming.

• Many physicians have found that acetanilid gives maximum analgesic action with minimum dosage when it is combined with its synergists, bromides and caffeine.

• An admirable pharmaceutical containing acetanilid, bromides and caffeine is now economically available . . . as a citrated, effervescent powder. This renders the prescription pleasant-tasting, acceptable to the stomach, makes for prompt absorption and acts to favorably alkalize the bloodstream. Made by the largest producers of effervescent preparations in the world.

• Requests for clinical sizes and literature will receive prompt attention.

**EMERSON DRUG COMPANY**

BALTIMORE

. . . .

MARYLAND

**TILDEN Has Kept Faith  
With Physicians**

## HAIMASED

(TILDEN)

**For prescription in Hyperpiesis**

HAIMASED (Tilden) is an elegantly flavored preparation prescribed for alleviating the symptoms of hypertension. It contains essentially non-irritating Sulphocyanates with other ingredients of synergistic effect, combined in a manner exclusive with Tilden.

The prescription specialties of The Tilden Company have been used under the direction of physicians for nearly a century, and have never been advertised to the laity.

*Reprints of medical journals will be supplied on request to physicians only.*

### THE TILDEN COMPANY

*The Oldest Pharmaceutical House  
in America.*

New Lebanon, N. Y. St. Louis, Mo.

ME 10-35

## **Fresh CRANBERRY SAUCE** *is Nutritious and* **DELIGHTFULLY APPETIZING**

In addition to being a good source of Vitamin C, Cranberries also contain an appreciable amount of Vitamin A. Iodine is likewise present. Moreover, cranberry sauce, containing sugar, has a high calorie content.

Cranberries also provide stimulation to the appetite by reason of their zestful tartness and pleasing color.

*A pamphlet detailing the food value of cranberries mailed free Address Dept. MP*

**AMERICAN CRANBERRY EXCHANGE**

**90 West Broadway New York City**

**Eatmor  
Cranberries**

deemed radical, has been approved by a majority of members of the Fulton County Medical Society, is significant. There has been no active opposition and no effort to boycott doctor-members.

Even "wait and see" conservatives, the bureau declares, are becoming convinced that the financial limitations imposed on patient members have created a new class of paying patients who might otherwise be compelled to seek charitable medical care.

Many patients are former habits of Grady Hospital, the city-owned charity institution. By acquiring membership in the bureau they have moved into the paying class.

Doctors are sure of prompt collections among a group of patients heretofore slow in liquidating their medical bills. The physician's office work is lightened. His books show fewer debits.

Under the prepaid monthly plan there is no need for a follow-up system of dunning for payment. Dues must be paid or membership is forfeited. Consequently there are few arrearages. So, also, clerical work and expense are minimized.

It is realized now that the success of the movement would have been expedited had it been better financed at the outset. Moreover, doctors were skeptical then and would not cooperate; some criticized the plan to their patients; some gave it a charity implication; some damned it with faint praise; some refused to treat member-patients.

Physicians on the roster of the bureau declare that it exerts no ill effect on the physician-patient relationship. Rather does it strengthen the patient's confidence, they say, and promote a feeling of greater financial independence.

Reports of the bureau state that its operation has had no adverse effect on the practices of private physicians not affiliated with it. Members of families of deceased doctors have joined as lay members so as to obtain and pay for medical service which medical ethics and friendly consideration would permit them to accept free.

Only one death has been recorded among the lay membership, and that was due to an insidious disease which had been concealed at the time of the patient's admission.

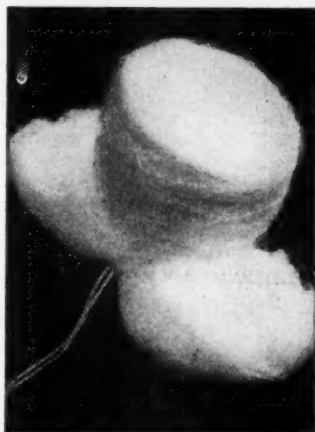
Bills for 40.6% of the members have been paid. The rest of the membership have had no call or need for medical treatment.

The physicians who organized and are now guiding the course of Fulton County's Medical Service Bureau are iron-clad in their agreement on one point: that command of the project shall remain in medical hands. As long as political control and socialization threaten medicine like twin vultures they intend to hold their own. No birds of prey are going to pick their bones if they can help it.

### Receipts as Collectors

When a delinquent makes a payment I invariably give him a receipt. On the receipt I jot down the amount he still owes me. As a result, he is impressed with the sum outstanding, and often manifests a desire to clear up the balance without further delay.—M.D., Florida.

*MEDICAL ECONOMICS pays \$3 for each practical idea submitted and published.*



## Rosebud TAMPONS

"McNeil"

**are preferred  
by gynecologists  
because . . . .**

they retain their shape when saturated—prolong vaginal medication—combine velvet smoothness with firm construction—and give comfort to the patient. Supplied in extra small, small, medium and large sizes, in boxes of one dozen (one size or assorted) at \$1.00 the box.

*Your Surgical Instrument Dealer  
Can Supply Rosebud Tampons.*

**McNeil Laboratories**  
Incorporated  
Philadelphia · Pennsylvania



*No matter what type of blood pressure instrument you have been using, you can exchange it for the new Certified Tycos...*

● Take advantage of this liberal Tycos Trade-in Plan to obtain a new, guaranteed instrument with the most modern refinements in design and construction,

Whether you have an old Tycos or some other sphygmomanometer — mercury or aneroid type — you can turn it in for the new portable Certified Tycos with Triple Guarantee. And save \$5.00 on the exchange.

Your surgical supply dealer will allow you that amount toward a complete new Tycos instrument. You get a Tycos with all the distinctive advantages of Tycos lightness, convenience and compactness.

You get proved Tycos durability and accuracy. The Certified Tycos never requires testing for accuracy.

A Ten-Year Triple Guarantee covers continued accuracy in use. It also assures re-adjustment without charge, if this instrument should ever be thrown out of adjustment.

Use this Exchange Plan to get the new Guaranteed Tycos today from your dealer. Taylor Instrument Companies, Rochester, New York.

**CERTIFIED** *Tycos*  
*with 10-Year Triple Guarantee*

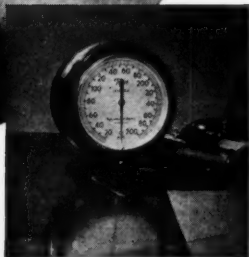
## AND OWN THE LATEST IN SPHYGMOMANOMETERS

THE NEW Portable Certified Tycos has the modern, professional appearance you will admire. Black finish. Chromium-trimmed. Non-tarnishing dial. Unbreakable crystal. EXCHANGE PRICE \$20.00 complete.



FOR YOUR OFFICE DESK you will want this new Desk Model Certified Tycos. Decorative. Ideal for taking blood pressures of nervous patients. Same Triple Guarantee as on the Portable Model. Complete \$27.50.

Trade-in allowance made only on old Tycos instruments. Exchange price—\$22.50



## Government Aids Medical Students

**\$15-\$40 STIPENDS GIVEN**

**U**NCLE Sam has decided that lack of funds shall not keep certain of his worthy nephews from a college degree. Government money has been earmarked for monthly wages to needy students who will work part time. The plan, which is confined to the current school year, is under the aegis of the National Youth Administration. But the Education Division of the Federal Works Progress Administration is the ultimate arbiter in questions of procedure.

The WPA has assured **MEDICAL ECONOMICS** that medical students are provided for under the program. But they must attend a school which meets requirements, i.e., non-profit making and tax-exempt. Graduates, as well as undergraduates, are to be subsidized. The plan's who, what, and how are as follows:

### *Eligibles.*

Those who can do first-rate college work but need financial aid to prove it. Graduate students must own a standard bachelor's degree and must carry a scholas-

tic program equal to at least three fourths of the normal, full-time program.

### *Aid given.*

Part-time jobs which pay an *average* of \$15 a month for undergraduate students, \$25 a month for first-year graduate students, and \$30 a month for those who have completed one year of graduate work. The *peak* pay for each class is, respectively, \$20, \$30, and \$40 a month. The stipends are given for socially desirable work, such as clerical, library, research, adult education, recreation, and other activities that increase the usefulness of the college to the community. Graduates may engage in work for which their advanced training specially adapts them.

### *Applications.*

Must be made directly to the president of the institution of choice and specifically request a part-time job provided by the National Youth Administration. Since selection of students is entirely controlled by the institutions, eligibles are not restricted to schools in their home state.

Aubrey Williams, executive director of the N.Y.A., announced last month that the project can provide for 6,250 graduate students.

## NO WIRING - NO DRYING VIM Needles Always Ready to Use

You do not have to wire or dry VIM Square Hub Needles after cleansing, and they are always ready to use. You get freedom from clogging, rust and corrosion, too.

Made from Firth-Breareley Stainless Steel, the points stay sharp—even after repeated sterilizations. For needle economy specify "VIM" Needles when you order.

Sold through your Surgical Instrument Dealer.



# NATURAL SALICYLATES *with* BALANCED ALKALI *in* ONE FORMULA . . . .

## ALYCIN

WHEREVER salicylates are indicated—colds, influenza, rheumatic and arthritic conditions—the concomitant use of alkalis is found to increase tolerance, prevent undesirable side-effects, enhance the clinical value of the medication.

Alycin provides both Merrell's Natural Salicylates and alkali in one formula.

Each level teaspoonful of Alycin Powder contains approximately 30 grains,  $\frac{1}{3}$  of which is Natural Salicylate.

Alycin is supplied in 1 oz.,  $\frac{1}{4}$  lb., and 1 lb. bottles.



FOR those who prefer Alycin in liquid form, Elixir Alycin offers the same ratio of salicylate to alkali in a palatable elixir base. Available in 4 ounce and pint bottles.

*Write for complete dosage schedule and clinical sample.*

**THE WM. S. MERRELL COMPANY**  
CINCINNATI,  
U. S. A.

# Softening the Sentence

**"WE'VE** got to call a halt on credit, Bill, for those two old doctors on this list. They're hardly able to earn a dollar any more, and they're running far beyond the limits permitted under our by-laws."

The chairman of the credit committee of the town's chamber of commerce pointed to the two names and to the uncollected amounts against each, reported by various merchants.

"It's too bad," said Bill. "They used to be fine credit risks. But their practices are gone and they're not likely to pick up any now or later. We'd better send out a warning that any further extension of credit is ruinous and must be stopped."

"After all, the doctors themselves are to blame. While the going was smooth, they could have guarded themselves against this sort of helplessness. For the fine work they've done as physicians, they deserve help. But they've already been helped beyond credit limits. We certainly can't do anything further for them."

"Guess you're right, Bill. But—you said they could have guarded against this. What did you mean?"

"I meant that they could have taken a certain percentage of their former earnings and invested it, no matter how small, in some form of annuity that would have guaranteed them a stated income for life—regardless of how long they lived. I've got one, and you can bet I'm not going to

By W. CLIFFORD KLENK

H. Armstrong Roberts



Between his nose and the grindstone: an annuity.

With this article Mr. Klenk concludes his series on annuities. In August he discussed the ABC's of annuity buying; in September, the single-premium, immediate annuity. Here he explains the annual-premium, deferred policy.

# of Old Age

be left high and dry when I get to be their age!"

"Say, Bill," the credit chairman spoke eagerly, "tell me about it, will you? I thought the only way you could establish an annuity was to plunk down a big sum and not touch it until a certain age, at which time the insurance company would begin to pay you a monthly income."

Bill smiled. "You're all wrong, Russ. Here's how the thing works . . ."

Bill explained the various ramifications of annuities.

"Now," he continued, "if the two doctors, when they were 30 or 40 and their practices were good, had only set aside a certain amount each month for such an annuity, they wouldn't be on the verge of charity today. Instead, they'd be like my family physician. He's as old as they, but he gets a regular check every month, and can pay all his debts promptly."

Bill was right.

Had the two practitioners set aside as little as one dollar a day from their earnings when they were 35, they could have guaranteed themselves a stated income when they reached 60.

They would not have suffered complete ruin from poor speculations, from depression's inroads on their capital, or from any other circumstances.

True, the competence would have been small on such an outlay, but it would have kept them independent.

Built by regular periodic de-

posits, the deferred annuity guarantees, at any future age desired, an income as long as you live thereafter, even if you outspan Methuselah. It creates an estate payable, *not to others, but to the builder of that estate.*

Both dividend and non-dividend insurance companies issue these contracts. No medical examination is required for them because the company's obligation, if you die before you start to receive the income, is limited to returning to your beneficiary only the amount represented by your accumulated fund, plus any dividends credited to your account.

Suppose adversity overtakes you. What then?

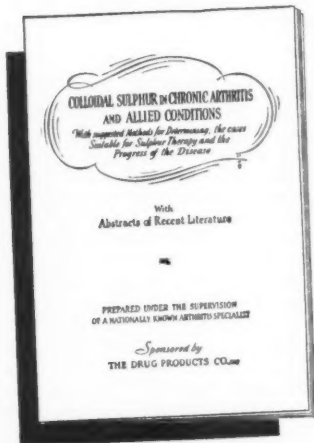
You can withdraw immediately the whole of your annuity, just as you might withdraw a savings bank fund. Or, if you wish, you can take only part of the annuity and leave the remainder on tap, so to speak.

The deferred annuity is available in two forms: the single-premium and the annual-premium. A single-premium, deferred contract is ideal for the young or middle-aged physician who is fortunate enough to have a savings fund in the bank.

His bank account is probably earning, at the most, only 3%. Many savings deposits today receive less: 2% to 2½%.

Yet for every thousand dollars deposited with an insurance company for a single-premium, deferred annuity, the physician is guaranteed a return of three per

## SEND FOR THIS



## INFORMATIVE BOOKLET

225 Hospitals in 30 States—after trial and observation of results use Sulisocol in the treatment of suitable Arthritic cases . . . . SULISOCOL The Injectable Colloidal Sulphur in Sterile Aqueous Clear Autoisotonized Solution—with Characteristic Color of Sulphur is supplied through the drug trade in Hyposols 1 cc—10Mgm.—25 for \$5.50; and Hyposols 2 cc—20 Mgm.—25 for \$8.50.

If ordered direct, cash with order.



Gentlemen: Send me this booklet and abstracts of recent papers.

..... M.D.

..... Address

City..... State.....

ME 10

cent, *plus dividends!*

As an illustration of how this plan works, assume that you are 36 and have \$5,000 at 2½% in your savings account. You withdraw this \$5,000 and hand it over to some well-selected life insurance company for a single-deposit annuity.

At 60, in the event that you have withdrawn the dividends payable every year from the date of your deposit but have not borrowed against the fund, your \$5,000 will have expanded to \$9,400. And if you have left your dividends (not guaranteed, of course, like the interest) to accumulate at the 4¼% rate currently paid on dividends redeposited, you will be entitled, at 60, to an additional sum of \$2,453.50. This means a total growth of your original \$5,000 to \$11,853.50.

After depositing your \$5,000 at 36, you can withdraw 96 per cent of it one year later. Three years from the date you deposit it, the company will, if you wish to withdraw the money, refund more than you invested.

Conversely, it is your privilege to make additional single commitments or investments. You are restricted only by the rules of the company you have selected, governing the maximum it will accept from any one investor.

Now a few words about the annual-premium, deferred annuity.

Suppose you are 40 years old and, even in these difficult times, able to save a dollar a day. You hand over \$365 annually to a dividend-paying insurance company.

By the time you are 60 this will represent \$7,300 in gross deposits. But—your \$7,300 has grown to \$9,552 by the compounding of

interest; and, if you have not withdrawn dividends, which, in the 20-year span have totaled \$1,100, you will have available for your old age a personal estate of \$10,652! This represents an earning or profit of \$3,352 on your \$7,300.

What if you wish to reduce your annual payments? This can be done by applying the dividends against the premiums, so that your premiums will gradually decrease year by year until, at the twentieth year, you will be paying, not \$365, but \$274.70 annually. The difference between your first year's premium of \$365 and your twentieth year's premium of \$274.70 represents a dividend of \$90.30.

Now suppose you don't want to withdraw the \$10,652 in one lump sum—which you can, if you wish. You may then elect to take a monthly income. Here you have a selection of three incomes, any one of them guaranteed to continue as long as you live.

"As long as you live!" Those five words represent the backbone of the annuity's appeal.

Your income lives on with you—even *after* you, should you choose to have it do so.

If your own support is your sole obligation, you will probably decide on the so-called *non-refund option*. This gives you the highest return but carries the proviso that if you die before you have received in monthly instalments a sum equal to your cash fund at 60, the balance reverts to the insurance company.

Under this option you receive \$69.35 monthly (7.8% annually) on a fund of \$10,652.

If you want to make certain that the company will not win by your possible early death, you can

## EARLY RESULTS IN G. U. INFECTIONS

Prompt symptomatic relief is produced by oral medication with

# AMBAZIN

REG. U. S. PAT. OFF.

in the treatment of

Cystitis	Urethritis
Pyelitis	Prostatitis
Pyelonephritis	

As a rule the patient is kept comfortable, the bacterial count is quickly reduced and the turbidity of the urine eliminated early. This assures the co-operation of the patient.

AMBAZIN is non-toxic and economical.



If you have not tried AMBAZIN, write for a clinical supply of 42 capsules, each 0.2 gram.



The Laboratories of  
THE FARASTAN COMPANY  
137 South 11th Street Philadelphia, Pa.

prevent this by taking the *cash-refund option*. This will give you \$58.73 monthly, and any beneficiary you select will receive any portion of your annuity which you yourself have not consumed.

This plan returns an annual 6.6 per cent on your money. And all of it comes back to you—or to your beneficiary.

Instead of selecting either of the two plans discussed, you may decide to accept the *ten-years-certain option*. Under this plan, the company pays you \$63.80 a month or about 7.2% annually. This sum is paid to you for the balance of your life, or to some one you have named as beneficiary, for that period of the ten-year span after retirement which you do not survive.

For instance, should you die at 63, having received the income for only three years, the payments are continued for seven more years to your beneficiary!

Your selection of incomes need not be made when you start your annuity, but when you decide to take your income from it.

Now, suppose that at 60 an unforeseen need arises for more life insurance. You can use your accumulated annuity fund in whole or in part to purchase a very

handsome insurance policy on your life, without further premium obligation, provided, of course, that you are able to pass a physical examination.

This is the reward for the physician who, at 40, starts persistently to save at least a dollar a day. True, it does not provide for luxuries, but neither did you extend yourself to save in your best years. Two dollars a day would have doubled the amount; three dollars a day would have tripled it; and so on.

If you have the vision to start such an annuity plan at an earlier age than 40, or if, at 60, you are blessed with robust health and can carry on for a few years longer, the results and benefits indicated will be that much greater.

Do you relish the thought of becoming, some day, the subject of credit discussions among members of your chamber of commerce, board of trade, or merchants' protective association?

Obviously not.

Then it's up to you to guard against such an occurrence now.

An annuity affords good protection. In the years ahead when your practice begins to dwindle, when old patients pass away, and you become less able to carry on, an annuity will carry on for you.

## ENDO QUALITY AMPOULES

*Deserving the Confidence  
They Have Earned*

Always specify ENDO for your  
ampoule requirements. Send  
for literature.



The patient's full-hearted faith and unswerving loyalty to his family doctor is *not* a blind trust. It is earned after days, months and even years of service—inestimable; yet appreciable. It is a *deserved* confidence. So, too, it is with the complete reliance the medical profession places in ENDO ampoules—a reliance based on repeated demonstration of their stable potency, their absolute purity and their precision of formulae and dosage. To be forever deserving of the physician's and the surgeon's confidence is the determined aim of this company.

The best is none too good  
for ENDO Products.

ENDO PRODUCTS, Inc., 395 Fourth Ave., New York

# CANNED FOODS IN INFANT NUTRITION

## I. Evaporated Milk

No phase of human nutrition has been more intensively studied than has that of infant nutrition. As a result of numerous investigations, much valuable information concerning the nutritive requirements of infancy has been accumulated. In addition, the quantitative nutritive demands of early life have been established within reasonable limits.

Along with advances in our knowledge of the science of nutrition have come changes in the older ideas concerning infant feeding. It is now an accepted fact that properly modified cow's milk can successfully supplement breast milk—in fact, where necessity or expediency demands, cow's milk properly modified and properly sup-

plemented, can meet fully all nutritive requirements of infancy. As far as proper nutrition is concerned, the "bottled baby" of today starts on life's road with brighter prospects than did his fellow-being of a generation ago.

Evaporated milk is particularly well adapted to preparation of milk formulas for infant feeding. Numerous studies, laboratory and clinical, have demonstrated its nutritive values—ample practical medical experience has proven its worth in infant nutrition. From the wealth of available literature, we have selected the following concise summary which describes this canned food and outlines those characteristics by virtue of which it is held in such high esteem as an infant food (1).

### (1) J. Am. Med. Assn. 97, 1890 (1931)

1. Evaporated milk is pure fresh cow's milk with approximately 60 per cent of the water removed by evaporation under reduced pressure.
2. Evaporated milk is equal to pasteurized milk in all important food values; it supplies those vitamins which milk can be depended on to supply and in practically equal quantity.
3. Evaporated milk is sterile and therefore is the safest milk obtainable; it cannot introduce pathogenic micro-organisms to induce diarrhea in infants.
4. Evaporated milk casein curd in the stomach has a finer granular and softer texture or structure than that produced from raw or pasteurized milk; it resembles in physical structure the curd of human milk.
5. The fat of evaporated milk because of the homogenization processing is more finely dispersed than the fat of ordinary milk and therefore it is more readily acted on by digestive enzymes.

6. Evaporated milk is more speedily digested than raw or pasteurized milk or milk boiled only a very short time.

7. Evaporated milk is usually less allergic than raw or pasteurized milk.

8. Evaporated milk is one of the most convenient and economical forms of milk for preparing infant feeding formulas.

9. Evaporated milk enables introduction of more milk in the diet because it is concentrated.

10. Evaporated milk is considered by many pediatricians to be the best form of cow's milk for preparing the baby's formula.

• • •



The Seal of Acceptance denotes that the statements in this advertisement are acceptable to the Committee on Foods of the American Medical Association.

## AMERICAN CAN COMPANY

230 Park Avenue, New York City

## Now It Can Be Bought . . .

*This article, prepared expressly for MEDICAL ECONOMICS by the Federal Housing Administration, answers leading questions now being asked about government loans for the modernization of physicians' offices and for the purchase of physicians' equipment.*

**M**EMBERS of the medical profession may share directly in the benefits of the National Housing Act.

If a doctor's office is located in his own home, he is limited to a \$2,000 credit; if in a professional, business, or apartment building, the limit is \$50,000.

The Federal Housing Administration does not lend money. Modernization credit is obtained from private financial institutions which are insured by the administration against loss up to 20% of the entire amount loaned.

Equipment purchased with such funds, whether for use in a home or office building, must be of the heavy, durable type. Surgical instruments, for instance, are not eligible. Equipment which has been pronounced eligible by the FHA includes operating and treatment tables, instrument cabinets, surgical cuspidors, suction and pressure units, office scales of the platform type, installed sterilizer units and autoclaves.

Equipment which is eligible if installed in an office, but not eligible if for out-patient use, includes infant incubators; short-wave, high-frequency apparatus; radiographic and fluoroscopic equipment; diagnostic x-ray machines; diathermy apparatus; ultra-violet equipment; and deep-therapy machines.

Rulings on specific equipment which a doctor may want to purchase under these terms can be obtained from the Federal Housing Administration, Washington, D. C.

Modernization funds under the \$2,000 limit are extended on a character basis. The applicant must have a good credit rating and a reasonable expectation of sufficient income to repay the loan in the specified time.

A physician who applies for credit under the \$50,000 plan must prove through his bank statement that the added expense is justified and that his practice necessitates the desired equipment. The FHA urges but does not insist that lending agencies accept collateral on loans of this type.

In either case, the lending agency decides whether or not to make the loan.

The interest rate and other charges, if any, are arranged between the lender and the borrower. These rates should be consistent with local conditions and with the special character of the particular loan. Total charges, in-

## Samples and Information on Request R<sub>2</sub> TAUROCOL

ME 16-35

(TOROCOL) TABLETS—A True Cholagogue

THE PAUL PLESSNER CO. . . . . DETROIT, MICH.

October, 1935

73



# Douching

AFTER

## GYNECOLOGICAL OPERATIONS

● After abdominal or vaginal surgery, douching is often prescribed for its heat-bearing and its soothing and cleansing properties. A mild, alkaline douching solution is generally preferred because it is non-irritating to the tissues. (Lorate makes a mild, alkaline irrigating solution. It is a dainty, fragrant powder that patients like and which physicians have found to fulfill every requirement for a douche powder. Lorate has a solvent action upon mucus and is therefore excellent in the treatment of leucorrhoea and other vaginal discharges. It is a fine deodorant, too. In fact, Lorate may be used to good advantage whenever a non-astringent douche is indicated.

Drop us a note on your letterhead if you would like to receive a supply of Lorate and descriptive literature.

LORATE COMPANY, INC.  
115 W. 18th ST., NEW YORK, N. Y.

# LORATE

THE THERAPEUTIC  
VAGINAL DOUCHE POWDER

cluding interest and other items, may not exceed the limit prescribed by the FHA if the loan is to be insured: the equivalent of \$5 discount per \$100 face value of a one year, monthly-installment note.

The period of repayment may

be extended over five years if desired.

Loans described in this article may be applied for through any private financial institution which is insured by the FHA and displays the FHA insignia—the little house in a circle.

## The Florida Hurricane

.. ITS LESSON TO MEDICINE • By CARLETON DEEDERER, M.D.

*In this brief but graphic article, Dr. Deederer of Miami, one of the physicians who did yeoman work in the Labor Day hurricane on the Florida Keys, sees a vital lesson to organized medicine.—ED.*

**T**HE woman beside me in the ambulance stared out over the scene of ruin and death left in the wake of the hurricane. We were struggling to reach a stricken camp.

"I'm lucky to be here," she said. "I was visiting at the lower island when the wind blew me out of my car. Some men helped

me to a railroad track on higher ground and I hung on to the rail.

"Then water came. It was horrible! It washed away the ground under the rails and left me with my legs dangling in a millrace. I held on as long as I could, then dropped. But I couldn't swim. I was hurtled against a mangrove tree, where I clung until rescued."

Finally we came to where the veterans' hospital had stood on the beach. Only a cement foundation was left. We struggled through debris scattered everywhere. Piled more than head-high were the hospital's wreckage,

A NEW PUBLICATION

# "VITAMIN THERAPY"

## ITS CLINICAL APPLICATION

*Send for complimentary copy today*

**DOCTORS SAY:** "I know of no other work of equal value in print."  
 "Affords a direct, clear-cut approach to a better understanding to a host of ill-defined disorders."  
 "Contains a world of information properly arranged and described."

Please enclose professional card or letterhead with request.

**NATIONAL INSTITUTE OF NUTRITION**  
 6777 Hollywood Blvd. Los Angeles, Calif.

# I am trying a New Kind of Ad, Doctor

Although I have been in business more than thirty years, and although the only advertising I have ever done has been successful, I want to change my advertising.

This is largely because I think a new advertising technique might be refreshing—to both readers and manufacturers!

I am for straight-forward selling in a quiet, sincere way. I am against bunk. My ads may have lacked the usual "professional touch", but they've been, I believe, informative, helpful, and backed-up with facts.

## You, Gentlemen, have written my "copy"

*I sell Alkalol as an ethical product to the Medical, Dental and Nursing professions only.* Alkalol has served your professions for more than thirty years, has grown up to a business of international proportions.

I have thousands of unsolicited testimonials in my files from professional men and women who have used Alkalol for years. I don't know what finer advertising background I could have. Out in actual practice, Doctors, Dentists and Nurses have found that Alkalol helps. It seems to me that this sort of professional belief in a product beats all other kinds of "selling"—especially the claims of so many present-day advertising "scientists".

## Alkalol for COLDS

For head-colds and other irritations of the nasal tract, you will find that Alkalol cleans and soothes irritations thoroughly and pleasantly. Patients like it. Here's the gist of what thousands of physicians have written me during

the last thirty years: "I have had wonderful success with Alkalol in treating and preventing head-colds, sore throat, etc."

## Key to ALKALOL'S Soothing Action

For soothing tired, inflamed eyes, Alkalol is widely used by Eye Specialists. Try it in your own eyes. Alkalol has such a wonderful soothing and healing action on the delicate membrane of the eye that it has been used for years to clear the eyes of infants after silver treatment.

Doesn't it stand to reason that if Alkalol has been so successful in treating such a super-sensitive organ as the eye, it must be equally efficacious as a douche or spray in coryza, rhinitis, etc.?

## Send for Free Sample in New Eye Dropper Bottle

I will be glad to send you a new eye dropper bottle of Alkalol if you will send me your name and address on a postcard. If you will try Alkalol in your own eyes, it will tell you more than 20,000 words of text and all the "claims" I could think of in the next two weeks.

Maybe this sort of advertising won't work. It lacks pressure. But it is just exactly what I have tried to make it—a simple statement of fact without garrulous garnish of any description. I would appreciate any comment you care to make—but more than anything else, of course, I would appreciate your business!

(signed)



J. P. WHITTERS

**The ALKALOL Company**  
141E Washington Street  
Taunton, Mass.

P.S. Prescribe Alkalol in 8 and 16 ounce bottles. Your favorite druggist will have it.

Send your card for  
**FREE SAMPLE**  
Today

furniture, surgical instruments, tables, and whatnot.

If one reached a hand to lift a shoe from the debris and the shoe didn't yield, it was attached to some victim's body...

In the emergency hospital, an empty church, there was a veritable bedlam before we arrived and established order. We detailed nurses to make records and duplicates of names, addresses, and relatives of the injured. We had them specify if the patients were members of the FERA, then set down diagnoses, degree of injury, treatment, and need for transfers. We administered anti-lockjaw serum...

The church was out of telephone touch with any other place. Work often had to be deserted to go out and telephone to Red Cross headquarters 30 miles away, make requests and give reasons for ordering more ambulances, help, and supplies.

At this point, I want to discuss a very real lesson which the hurricane taught me and which other physicians learned in this welter of ruin and death.

There was no pre-organization, no preparation for what can reasonably be expected at any time in this area of West Indian storms. It is a marvel that so

much was done despite terrific handicaps.

Personally—and I speak for my colleagues—we have given no serious thought to reimbursement for what we did, although some of the medical men who worked almost to the verge of collapse probably wonder where they will get money to pay their telephone bills.

In periods of excitement, distress, and horror, it is easy for the public to forget its obligation to those impelled to aid the helpless. Yet the fact that any physician in an emergency will rush to aid the needy should not be an excuse for a community to shirk its duty and let him go entirely unpaid for his time, service, and medicines.

Volunteer doctors in any local disaster should be previously organized into units. Each unit should have a plan for dividing the labor of giving help in such emergencies as the Florida hurricane.

These organizations should have a definite agreement with local authorities that some recompense shall be given them for service, supplies, and time.

The immediate purpose of the organization I propose would be the giving of superior public serv-

**Doctor**

## IN CLINICAL AND PRACTICAL USE **LIV-A-TONE TABLETS**

will surprise you and your patients in results obtained. The proper dose of biliary salts, besides its laxative action, corrects habitual constipation, bilious attacks and those lagging metabolic processes. Formula contains Biliary Salts, Podophyllum, Aloinum, Extract Nucis Vomicae, Atropinae Sulphas, and Capsicum. No nausea, griping or diarrhea. Send 50c for a bottle of 100, or \$2 for a bottle of 500 tablets. Do it now before you forget. Samples on request.

**LIV-A-TONE CO., 5942 SUNSET BLVD., LOS ANGELES, CALIF.**

# We are Proud to Display this Seal



IN ALL our advertising . . . not only in publications to the medical profession, but in national magazines . . . we are proud to display the Seal of Acceptance of the American Medical Association Committee on Foods.

DOLE Hawaiian Pineapple Juice was the *first* pineapple juice to be submitted and honored by this recognition. This unsweetened fruit juice from Hawaii, so fresh and good, so appealing in taste, is liked by every one—children as well as adults—and it is a good source of vitamins B and C, and contains A.

You can recommend it with confidence. Not only is it pure, made of sun-ripened DOLE-grown pineapples, but the juice comes in a convenient and economical

form. Every valuable nutritive compound is retained in high degree by the exclusive DOLE Fast-Seal Vacuum-Packing Process. Hawaiian Pineapple Company, Ltd., Honolulu, Hawaii. Sales Offices: 215 Market Street, San Francisco, Cal.

## ★ HERE IS A TYPICAL ANALYSIS OF DOLE PINEAPPLE JUICE:

Moisture . . . . .	85.3%
Ash . . . . .	0.4
Fat (ether extract) . . . .	0.3
Protein (N x 6.25) . . . .	0.3
Crude fibre . . . . .	0.02
Titrateable acidity as citric acid	0.9
Reducing sugars as invert sugar . . . . .	12.4
Carbohydrates other than sugars (by difference) . .	0.38

*And always packed without added sugar!*

★ *Why not have a glass of this refreshing juice yourself? Write to us on your letterhead and we will send you a sample can of DOLE Hawaiian Pineapple Juice.*



# DOLE



## HAWAIIAN PINEAPPLE JUICE

PRESCRIBE  
**EFEDRON (HART)**



*For the relief of  
nasal congestion*

The original water  
soluble Ephedrine  
Nasal Jelly.

Patients appreciate  
the convenience and  
quick relief it af-  
fords.

*Send for Free  
Tube—TODAY*

HART DRUG CORP.  
35 S.W. 2nd St., Miami, Florida  
Please send me free trade size tube of  
EFEDRON (Hart).

M.D.

## SKIN INFECTIONS

*relieved by*

## ASEPTINOL

*A physician writes: "I cannot speak too highly of Aseptinol Ointment, which I have been using in my office for a number of years and prescribing for my patients suffering from skin infections."*

*Another physician writes: "I have used Ungt. Aseptinol Compound as a routine in all milder (and even in some more severe) cases of skin troubles for the past twenty years and have always found it satisfactory."*

These clinical reports speak for themselves.

ASEPTINOL MFG. CO., Baltimore, Md.  
Send me liberal free sample of Aseptinol  
Ointment (Ungt. Aseptinol Comp.)

..... M.D.  
..... Street  
..... City ..... State

ice in great emergencies; its second purpose, to provide the compensation that such service should merit.

Under a system of pre-organization as described, there would not have been chaos in the emergency hospital. There would have been no taking of orders from lay women. There would have been no grabbing of all the credit by some political or semi-political organization. There would have been fewer obstacles in the way of speedy succor.

Here, then, is the lesson of the Florida disaster as I see it—the lesson of every disaster on record—so far as the profession is concerned. Is it to go unheeded?

## Want Amid Plenty

THE PARADOX OF RELIEF

A STATISTICAL arrow, discharged in September by the Federal Emergency Relief Administration, points to the fact that several months ago 16%, or approximately 19,250,000, of the U. S. population was on governmental relief rolls. It also indicates that hordes of white-collar workers are now coming to the end of their resources.

The FERA bad news was publicized shortly after the National Association of Mutual Savings Banks announced more than ten billions of deposits for the first half of 1935—almost an all-time record.

Last February, it may be remembered, the FERA told MEDICAL ECONOMICS that not more than 500 (.003%) of all physicians and surgeons in the United States were receiving relief.

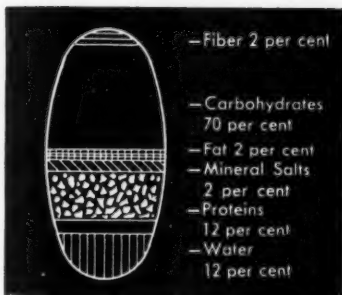
# HERE'S WHY SHREDDED WHEAT GETS ON DIET LISTS!

It is generally agreed that whole wheat and milk furnish one of the most reliable and well-balanced sources of mineral salts (calcium, phosphorus, iron, etc.), carbohydrates, proteins, vitamins and bran.

The accompanying diagram shows the main dietary values in a grain of wheat.

Where these vital elements are required in the diet Shredded Wheat is ideal for three reasons:

1. It is 100% whole wheat—nothing added, nothing taken away.
2. The slender, porous strands of a Shredded Wheat Biscuit make for quick, easy digestibility.
3. And Shredded Wheat is so crisp and delicious that pa-



*Show your patients the dietary value of whole wheat with this simple chart.*

tients never fail to like it.

When you have an opportunity to recommend Shredded Wheat why not use the above diagram in explaining just what makes up a grain of wheat.

## SHREDDED WHEAT

A Product of NATIONAL BISCUIT COMPANY

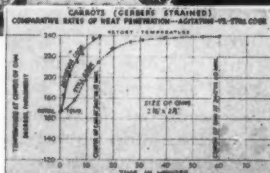


## GERBER'S Shaker-Cooked Foods . . . daily gain new friends

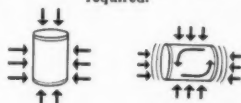
In the nine months since the exclusive Gerber Shaker-Cooking process was announced, physicians have voiced their approval in many enthusiastic letters. "Much finer flavor than the old pack" . . . "A revolutionary improvement" . . . "Short exposure to heat is bound to conserve food values" . . . such are typical expressions.

The exclusive Gerber Shaker-Cooking process is indeed a revolutionary improvement. Heat penetration is greatly accelerated; the cooking period is shortened as much as 40%. The advantages are: (1) finer flavor; (2) better color; (3) proper sterilization without overcooking; (4) uniform cooking throughout contents of can.

If you have not yet examined samples of the new Gerber Shaker-Cooked products, fill out the coupon below and mail it to us today.



Entire contents of each can raised to 240° in fraction of time ordinarily required.



In ordinary processing heat must penetrate to the center.

Gerber Shaker-Cooking gives all particles equal contact with heat.



Gerber Shaker-Cooking Retorts suspended in pairs are counter-balanced on eccentric shaft that shakes them vigorously 140 times per minute.



## Gerber's

**Shaker-Cooked Strained Foods**  
Strained Tomatoes... Green Beans...  
Beets... Vegetable Soup... Carrots...  
Prunes... Spinach... Peas... 4½-oz.  
cans. Strained Cereal... 4½ and 10¼-oz. cans.



GERBER PRODUCTS COMPANY, Fremont, Michigan ME-10  
(In Canada: Grown and Packed by Fine Foods of Canada, Ltd., Tecumseh, Ont.)

Please send me ☐ Reprint of the article—"The Nutritive Value of Strained Vegetables in Infant Feeding." ☐ New Process Samples.

Name..... Address.....  
City..... State.....

# Social Security

## —and You • By STEPHENS RIPPEY

THE Social Security Act, approved by President Roosevelt on August 14, will have both direct and indirect effects on the finances of physicians, declared government experts with whom MEDICAL ECONOMICS conferred last month. The extent of these effects cannot be measured, however, at present.

Perhaps the only direct effect will be the tax levied on employers for a system of federal old-age benefits. All physicians who employ any person regularly will be subject to this tax, as will be their employees.

Indirect effects of the act are expected to be (1) a natural increase in practice of private phy-

sicians resulting from the public health work authorized and, later, (2) a health insurance program, or at least a serious study of health insurance by the new Social Security Board.

The tax which physicians who employ nurses or other assistants will have to pay is scheduled to take effect on January 1, 1937, and will be applicable regardless of the number of persons employed—even one is enough to make the physician liable. It will be based on annual payrolls and be graduated upward  $\frac{1}{2}\%$  every three years, starting at 1% in 1937 and reaching the maximum of 3% on January 1, 1949.

A like tax will be levied on em-

Underwood & Underwood



Personnel of the new Social Security Board (l. to r.): Arthur Altmeyer; John G. Winant, chairman; and Vincent M. Miles.

# IN HYPERTENSION TAKE A LOAD OFF THE HEART

EVERY millimeter you reduce blood-pressure eases the heart's burden. Hepvisc lowers the reading 20 to 30 mm. Hg. in 4 to 12 hours, and relieves associated headache and dizziness. Dosage 3 to 6 tablets daily, ½ hour before meals.

- Write for liberal sample and complete formula.

## HEPVISC

Anglo-French Drug Co. (U.S.A.) Inc.  
1270 Broadway, New York, N. Y.

*A Better Emulsion  
Brings Improved  
Clinical Results  
In Bowel Stasis*

### KONDREMUL

(CHONDRUS EMULSION)

By the selection of a unique emulsifying medium, Irish Moss, and the employment of the scientific care demanded by colloidal chemistry, the Patch Company have developed a superior form of oil-emulsion which

**MIXES BETTER—LESS LEAKAGE  
GIVES MORE SATISFYING  
MOVEMENT**

**SUPPLIED IN 3 TYPES:**  
Kondremul Plain—Kondremul with  
Phenolphthalein—Kondremul with  
Cascara

Write for clinical test sample and literature describing suggested Plan of Treatment.

**THE E. L. PATCH COMPANY**  
Dept. M. E. 10  
Boston, Mass.

Canadian Distributors:  
Charles E. Frosst & Co., Montreal

ployes, starting at the same time and increasing at the same time and in the same percentages. This tax must be collected by the physician by deducting it from wages "as and when paid." It will be his duty to remit annually to the federal treasury under rules and regulations yet to be laid down by the Social Security Board.

No estimates are available of the number of physicians who will be subject to this employer tax or of the number of employes similarly subject to it. Proceeds from the tax are to be placed in a special fund in the treasury to be used to pay old-age pensions, starting January 1, 1942, for persons 65 years of age or over who meet certain conditions.

Perhaps the most important of the *indirect* effects of the act relates to health insurance, though the act itself does not carry those two words (it is called "social insurance" in the law). The Social Security Board, by section 702 of the act, is given the duty of "studying and making recommendations as to the most effective methods of providing economic security through social insurance and as to legislation and matters of administrative policy concerning old-age pensions, unemployment compensation, accident compensation, and related subjects."

The old Committee on Economic Security, now dissolved, submitted a report on health insurance to President Roosevelt in August. The report has not been made public, nor has any hint as to its contents or recommendations been made available. The assumption in Washington is that the report will be referred to the Social Security Board for possible action.

It looks now as though the Social Security Board will institute a study of health insurance under

# For BURNS

## Indolent Ulcers Infected Wounds

2nd and 3rd  
degree

Laboratory, clinical and field tests—with authentic case reports—prove we have been outstandingly successful in the production of a new—and better—Burn Ointment.

A-VITAM-UNG is anti-infective; promotes rapid epithelization; is proteolytic on necrotic tissues; does not cause excessive granulation; can be applied to denuded areas; closes infected ulcerated areas rapidly; produces proliferation of young cells; promotes the growth of explanted tissues.

Following a series of case reports one clinician writes:—"In the above series the healing time was markedly shortened; ulcerated areas, with marked infection, closed rapidly; all types of burns are included. The principles embodied in this preparation seem to us to fill a requirement for an ideal dressing having a definite place in the therapy of burns and chronic ulcers."

Literature and case reports on request. The proved success of A-VITAM-UNG—backed by a half century's pharmaceutical manufacturing experience—makes sampling unnecessary. A-VITAM-UNG deserves a preferred place in the drug room of every physician, hospital and emergency station supervised by an industrial practitioner.

Sterilized block tin tubes (sufficient A-VITAM-UNG to cover 2,000 square inches) . . . \$2.00

### SUTLIFF & CASE CO., Inc.

Pharmaceutical Manufacturers to  
the Medical Profession since 1883.

PEORIA, ILLINOIS

## A-VITAM- UNG - S & C STERILE

contains 2,000 U.S.P.X. (Rev. 1934) units Vitamin "A" per gram in a base incorporating pre-sterilized vegetable and mineral fats. Contains no deodorants, no phenol or other caustic antiseptics, no mercury compounds, therefore not destructive to tissue. Being adjusted to a melting point slightly above that of the normal body temperature it does not waste-fully absorb into the dressings, thereby is economical. Redressing is reduced to four to eight day intervals and is accomplished with no discomfort to the patient.

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the mandate of section 702 covering "social insurance," and that the report of the Committee on Economic Security will be the base for the new study. However, the new board is not compelled to accept any recommendations of the committee. It is regarded as doubtful whether the President will attempt to submit the committee's report to Congress next year without first referring it to the board.

Provisions of the act which, in the opinion of government experts in Washington, are almost certain to result in an increase in private practice for physicians include:

Annual appropriation to be used to enable states to furnish financial assistance to needy dependent children. The original appropriation is to be \$24,750,000, with subsequent appropriations sufficient to take care of needs.

Annual appropriation of \$3,800,000 for grants to states to promote health of mothers and children.

Annual appropriation of \$2,850,000 for grants to states to aid crippled children.

Annual appropriation of \$1,500,000 for grants to states for child welfare services.

Annual appropriation of \$8,000,000 to assist states, counties, and other political subdivisions in

establishing and maintaining adequate public health services.

At the Public Health Service, which will administer the \$8,000,000 appropriation, and at the Children's Bureau of the Department of Labor, which will administer most of the other appropriations, it is emphasized that none of the money is to be used for purchase of direct medical services. In other words, physicians are not to be placed on federal or state payrolls, except as they may be needed for public health work.

However, it is anticipated that the health inspections which will be made as a result of the appropriations will necessarily turn many patients to private physicians.

## The State Medicine Debate

"NOT FIXED," FUNDS SAY

A FAIR appraisal of the ammunition supplied to 100,000 high school students who this fall are to debate the question of state medicine [for details, see June MEDICAL ECONOMICS] forces one to the conclusion that both sides

# ALPHA-LOBELIN

A direct stimulant to the center of respiration, promptly restores normal breathing.

ERNST BISCHOFF COMPANY

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135 Hudson Street

New York, N. Y.

# Intestinal Stasis

**C**ORRECTIVE treatment in constipation aims to promote normal bowel function. This cannot be done by cathartics or purgatives. Taxol has been called by physicians the "physiological treatment for constipation" because its action stimulates normal intestinal secretions, thus promoting normal bowel movements, without griping or cramping. The corrective effects of Taxol generally continue after dosage has been decreased, or entirely eliminated.

#### FORMULA:

Extract of the intestinal glands .....	0.05 gr.
Biliary extract .....	0.10 gr.
Agar-Agar .....	0.05 gr.

CLINICAL SAMPLE  
AND LITERATURE ON REQUEST

LOBICA LABORATORIES, INC.  
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## TAXOL

## A Drugless Physiologic Bowel Corrective

# KABA



**MAXIMUM  
BLAND  
BULK**

### LUBRICATION WITHOUT OILINESS OR LEAKAGE BOWEL MOTILITY WITHOUT IRRITATION

In your search for an effective and yet safe treatment for chronic constipation, you no doubt have been impressed with the fact that bulk and lubrication, if not associated with roughage, would safely give the desired end result.

Kaba—an evolutionary development—answers your search. This highly hygroscopic, natural-source product, mixes with the intestinal content to form a bulky, highly limpid, mucilage-like substance.

In addition, Kaba contains brewer's yeast—supplying vitamins B and G, the presence of which helps to restore normal bowel motility.

Let us send you a supply of Kaba so that you can test its unique value as a corrective of bowel stasis.

### MAIL COUPON TO-DAY

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Dept. MEK-10-35

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Send me without obligation, literature and trial tin of Kaba.

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Address \_\_\_\_\_

\_\_\_\_\_

are to be equally well armed.

Critics have said that the affirmative side has been supplied with a more complete brief than the negative. But careful perusal of the 1935-36 debate handbooks refutes this criticism.

Opinion and analysis favoring the continuance of private practice are offered freely to the youthful debaters, as well as the contention and arguments of leading proponents of state medicine.

Three handbooks have been published: two under the surveillance of the Committee on Debate Materials and Interstate Cooperation and one by the Debater's Information Bureau. All three of these books (their total pages are over 600) are crammed with a wealth of material. The editors and compilers raked all possible sources: medical journals, foundation publications, social-minded lay magazines, books by biased as well as impartial observers of the medical scene, volumes by lay medical economists and volumes by medical economists with M.D. degrees. Outstanding authorities on both sides of the fence prepared special articles. A considerable volume of evidence published in *MEDICAL ECONOMICS* is quoted.

In addition to abstracts from the sources just mentioned, the handbooks contain a bibliography of what appears to be every important word written on the subject. If high school debaters absorb, analyze, and interpret the data offered in these books, they will know more about the subject than many who think they know all about it.

Shortly after this fall's forensic activity was publicized it was viewed with alarm from many quarters. Reports were spread to the effect that it was another at-

tempt by the foundations to spread socialization propaganda, that they were responsible for the choice of the subject of state medicine. For the information of its readers **MEDICAL ECONOMICS** sent a pointblank inquiry to the accused. Replies were prompt and definite.

Said the Pollak Foundation: "The committee which chose the . . . proposition for this year submitted it for criticism to Dr. Foster, director of the Pollak Foundation. He replied that he did not favor the proposed proposition . . . He stated his objections in detail."

Then this was added: "Mr. Evans Clark of the Twentieth Century Fund . . . advised the committee not to choose the proposition."

Dr. Michael M. Davis, of the Julius Rosenwald Fund, replied as follows: "Neither the Fund nor any member of its staff has had anything to do with the selection of this subject."

Free of the suspicions that exist in some quarters, certain units of organized medicine have expressed gratification that the question is to be so thoroughly aired. They have advised the profession to cooperate as far as possible with embryonic debaters who come to them for information.

## OLIODIN

(Iodized Oil Compound)

For the **NOSE** and **THROAT**

Gives: Prompt relief in head colds, thus preventing complications.

**OLIODIN** 3 <sup>11</sup>/<sub>11</sub>

For Rhinitis, acute or chronic.  
Ozena or Atrophic Rhinitis.

Free trial package on request.

**THE DELEOTON COMPANY**  
Capitol Station, Albany, N. Y.

## Build Nature's Defense Against

# TOXIC BOWEL GERMS



Attempts to kill off putrefactive organisms in the bowel by antiseptics, cultures, etc. have proved ineffective.

The more rational attack is to help Nature build her own defense by promoting the growth of the benign, anti-putrefactive organisms—*b. acidophilus*, *b. bifidus*.

The special carbohydrate foods—lactose and dextrine have been found by such investigators as Torrey, Kendall, Rettger, Cannon to be especially valuable for this purpose.

## BATTLE CREEK LACTO-DEXTRIN

provides lactose with dextrin in a form which is at once pleasant to take, economical, effective.

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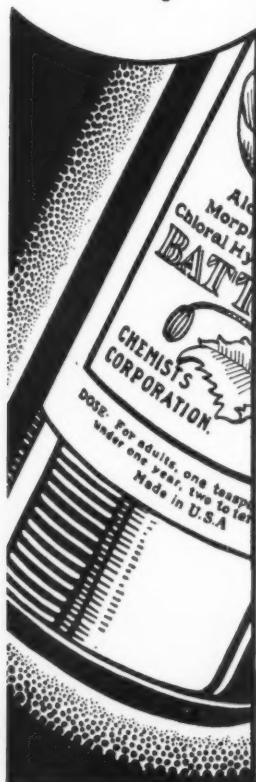
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from ORAL  
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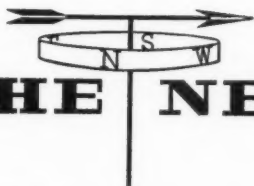


Pain is one of the most devastating manifestations of disease or injury, whether it be acutely severe or relatively mild but persistent. When severe or prolonged, pain requires alleviation . . . Hypodermic medication for relief of pain instills fear in many patients; the psychic trauma from parenteral administration is a factor not to be lightly overlooked . . . PAPINE (Battle) is dependable for pain-relief from oral administration. PAPINE contains the pain-relieving principles of opium, is comparatively free from the undesirable sequelae of morphine administration, and obviates any possibility of psychic trauma . . . Write for sample and literature.

**Battle & Co., St. Louis, Mo.**

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**PAPINE**  
(BATTLE)



# THE NEWSVANE

## ★ *Mother America*

About the time that Friedrich Wilhelm Viktor Albert, emperor of Germany, decided to go to war in 1914, a group of American medical specialists completed a book called *Infant Care*.<sup>\*</sup> Since then close to 8,000,000 copies have been distributed by the U. S. Children's Bureau.

Letters that have come to the bureau reveal how far-flung are the effects of the little, yellow-paper-covered volume. Wives of U. S. Foreign Service men write for it from India, Africa, and the Near East. Missionaries pack it with their Bibles when they go to China or the South Seas. Mrs. Engineer, on location with her husband high in the Andes or deep in Mexico, requests it for herself and native neighbors.

How many youngsters have thrived on the step-by-step advice given in *Infant Care* can't be told. Often one copy serves a whole neighborhood.

## ★ *Skiascopes Don't Lie*

The discussions at the recent convention of the American Academy of Optometry would be "incomprehensible to any medical man," confided Dr. Edward Forbes Tait to newsgatherers. The eye man, a professor at the Pennsylvania State College of

Optometry, went on to reveal that "the chance for a person's getting acceptable ocular treatment anywhere in the United States is about one in a hundred." To prove it he cited the unwillingness of optometrists to approach optical problems from "the psycho-physical-physiological side."

By way of shortening the 100-1 odds that handicap bad eyesighters, Dr. Tait has lately perfected an instrument that is reminiscent, in a way, of the gay nineties. It looks like a stereoscope. Called a skiascope, it is expected to do away with the necessity of questioning children and mental defectives for data about their eyes. Such data, it is claimed, is often misleading anyway.

## ★ *Doctor in Driver's Seat*

That a hospital should be controlled by a medical man is the opinion of the corporation board of St. Louis' Christian Hospital. As a result, Dr. C. H. Shutt, ex-president of the St. Louis Medical Society, was nominated and approved, some months ago, as the hospital's medical director.

The board, desirous of doing a complete job, has delegated sweeping command to its medical director. Briefly, Dr. Shutt's job is: to control the medical and lay personnel of the hospital (he may hire, fire, and suspend); to see that the hospital's medical poli-

<sup>\*</sup> Revised in 1929.

## UNGUENTINE IS POWERFULLY ANTISEPTIC



The marked antiseptic, germicidal properties of Unguentine have long amazed physicians otherwise skeptical of the germ-killing power of ointments. Unguentine meets the strict requirements of the standard Reddish tests for antiseptic effect, recognized by the United States government. Additional tests show it to have a marked germicidal and penetrative action.

Unguentine is the only ointment containing Parahydrecin, (anhydro-para-hydroxy-mercuri-metacresol) the antiseptic effect of which may be demonstrated in a dilution of ONE TO SEVERAL MILLION! Parahydrecin is non-toxic, non-irritating, oil-soluble, stable and unvarying. Its action is not seriously affected by the presence of serum, nor does it precipitate albumin.

Sample of Unguentine free to physicians upon request.

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cies conform exactly to the wishes of the medical staff, which, in turn, conforms to the wishes of the St. Louis Medical Society; to approve the purchase and ar-

International



C. H. SHUTT, M.D.  
*Hires, fires, suspends.*


rangement of medical supplies and equipment; to approve with the executive committee of the medical staff all contracts entered into by the hospital.

Thus, instead of a lay, religious, or political board, a physician and his colleagues are largely responsible for the destiny of a 140-bed, class A hospital.

### ★ *Relief Racket*

"We are a group of doctors. . . intolerant of the abuses heaped upon hundreds in our profession by the Philadelphia County Relief Board." Thus the Philadelphia Physicians League strikes its own keynote. Formed June 24 last, the league speaks through its secretary, Dr. William Meyerson. Its membership is close to

# THE EFFERVESCENT FACTOR and ALKALIS ADDED to ASPIRIN



## ASPIR-VESS

### Not a New Therapeutic Procedure—But a Definite Pharmaceutical Achievement

Provides in one medicament—an effervescent tablet—the analgesic, antipyretic effects of 5 grains of Aspirin, with the systemic, alkalizing action of sodium citrate (sodium bicarbonate 31 grains; citric acid 21 grains).

Dropped into a glass of water, Aspir-Vess forms an effervescent, carbonated solution which carries the active drugs rapidly through the stomach without gastric upset, and insures rapid absorption, quick action of the components, is palatable.

*More Effective—More Palatable  
Better Tolerated*

### CINSA-VESS



#### Rheumatism, Prompt Symptomatic Relief

The three established anti-rheumatic agents—sodium salicylate, cinchophen, colchicine—in an effervescent, alkaline solution.

*Advantages:* Better tolerated, quickly assimilated, a rapid effect. Secures in palatable form a satisfactory amount of free alkali at time of administration.

Each tablet presents 5 grains cinchophen, 8 grains sodium salicylate, 1/200 grain colchicine, with an alkali base equivalent to 33 grains sodium bicarbonate and 21 grains citric acid.

Write for samples and literature.

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... explains the practical, useful, modern teachings of the Rosicrucians. (Non-Religious.) Dignified, uplifting, mental and metaphysical principles easily used to overcome life's obstacles. Write for FREE book, "The Secret Heritage of the Sages," and learn how to receive this knowledge.



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Worn, the world over, for every condition requiring Abdominal Support.

Every belt is made to order.

Ask for literature

Katherine L. Storm, M. D.  
1701 Diamond St., Philadelphia

200—hardly one out of each 25 Philadelphia physicians. Lack of funds is given as the reason for failure to expand the organization.

The ultimate aim of the league is to eradicate several economic ghosts that are said to haunt Philadelphia's profession. Among the ghosts: lack of cooperation by hospitals with physicians who refer cases to them, contract practice, and workmen's compensation.

"At present, however," discloses Secretary Dr. Meyerson, "our work consists of exposing and fighting the 'Relief Racket.'"

Last month the league asked the Philadelphia County Medical Society to act on the following demands designed to correct alleged abuses in relief practice:

(1) Set up a minimum fee scale as follows:

Office visit—\$1


House visit—\$2

(Current fees are 25 cents and 50 cents.)

Night call—\$3 (after 8:30 P.M.)

Confinement—\$25, with pre- and post-natal visits at \$2.

(2) Let the relief board bear the cost of diagnostic services, such as x-rays, metabolic tests,



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CAST-IN-BRONZE  
FULL-AUTOMATIC  
CHROME

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Sterilizing Technique

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## SORE THROATS

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When chilly weather brings tonsillitis, pharyngitis, laryngitis to your patients, you can give the quickest relief of the symptoms with

## NUMOTIZINE

The Antiphlogistic, Decongestive, Antipyretic  
"CATAPLASM PLUS"

The medicinal ingredients—guaiacol, creosote, methyl salicylate, etc. offer marked advantages over the ordinary poultice.

Numotizine is an ethical product that is not advertised to the consumer.

*Samples to you for the asking.*

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etc.; and therapeutic remedies such as sera.

(3) Replace the society's medical advisory committee by a similar group of physicians actively engaged in treating relief cases.

(4) Pay for relief medical services within 30 days from the date a bill is forwarded to the relief board.

(5) Pay outstanding bills for relief work (some overdue since 1934) by November 1.

Authoritative reports have it that none of the members of the league, who pleaded the foregoing case, are members of the local medical society.

### ★ Up the Flue

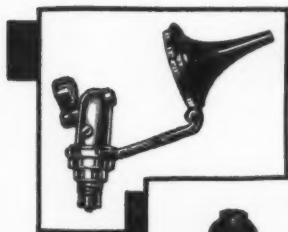
"Not interested," said, in effect, more than 3,200 members of the Medical Society of the County of New York when they failed to answer a questionnaire sent to them last spring by the society's committee on economics. Its purpose was to elicit reaction to a plan whereby low-income patients would be treated at reduced fees

(see May MEDICAL ECONOMICS, page 88). Four thousand members were asked if they would be willing to charge poor people only \$1 for an office visit and \$2 for a home call.

Since not even 800 replies were received, Dr. Daniel S. Dougherty, director of the society, said, on September 20, that it was unlikely that the idea will go any further. If a majority, or more than 2,000, had answered the questionnaire, as expected, the idea would have been presented to the society's membership for consideration and possible adoption.

It is felt that the returns, even though they were so few, will be helpful to certain of the society committees. Most of the answers received included qualifying proposals, for instance: Maintain special office hours for low-pay patients; do not permit those who pay reduced fees to attend outpatient departments; insist upon cash payment by these cases.

*[Turn the page]*



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Long Island  
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### National OTOSCOPE Flashlight bulb — "Neitromold" specula

- Delivers light of unsurpassed penetration.
- Unobstructed vision — abundant operative space.
- Specula of "Neitromold" — No plating — Boilable.

### National OPHTHALMOSCOPE Double-Disc — "Neitromold"

- Unusual Range — 96 Dioptric Values — Plus .5 to 70 — Minus .5 to 45.
- Color Filters — Clear light — Daylight — Red free — Pin point.
- Concentrated prism illumination — No shadows or glare.
- Made of "Neitromold" — No plating — Light in weight — Lastingly beautiful.

Write for information on both items  
or see them at your dealer



# Insomnia

IN this harmful and distressing condition, however induced, whether by worry, fear or anxiety, lies many an incipient breakdown, many a minor tragedy in this restless nerve-wearing age.

## Peacock's Bromides

is not a direct hypnotic in the sense of morphine or choral. It conjures sleep by quieting the central nervous system.

### NOT A DRUGGED SLEEP

A synergistic mixture of the pure bromides of alkali and alkaline earths—fifteen grains to the fluid dram—which has achieved successful results in insomnia, epilepsy, uterine congestion, headache and all congestive, convulsive and reflex neuroses.

*Introduced to the Profession in 1885.  
Fifty years of clinical experience.*

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*Pharmaceutical Chemists*

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Especially Useful  
Where Reconstruction  
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## GUDE'S PEPTO-MANGAN

Balanced in just the right proportions, Iron (the blood regenerator), Copper (the catalyzer, assuring maximal iron utilization), and manganese (the growth controller and stabilizer), provide in Gude's Pepto-Mangan the valuable tonic necessary for complete recuperation. Palatable, assimilated quickly and with great ease, exerting no interference on the digestive processes, Gude's Pepto-Mangan has been used with the maximum success by the profession for over 40 years.

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*Liquid and  
tablet form.*

Samples, literature, and further information gladly sent upon receipt of your professional card.



### ★ And Still They Fall

Thirty years ago a shake-up instigated by the American Medical Association dislodged 64 medical schools from the roster of A.M.A.-approved institutions in the United States and Canada. This left 96 schools and 14,891 students, instead of 160 and 26,147 respectively. Throughout the last three decades the Council on Medical Education and Hospitals has continued its weeding, until this year only 74 approved medical schools exist.

On August 31 the annual report of the council was released. It presaged trouble for schools that have slipped below standard. The council feels that the current situation parallels that of 1905 when it first went into action. Among developments which perturb the guardians of medical education are:

The enrollment last year of 22,883 medical students.

The acceptance, by financially hard-pressed schools, of more tuition-paying students than their staffs and accommodations warrant.

The paucity, in certain schools, of clinical material necessary for training in the field of obstetrics.

In addition to possible changes

SAHLI-  
ADAMS

### HEMOMETER

**\$9.00**



Complete Outfit including directions. NON-FADE Standards.

For sale by Surgical and Laboratory Supply houses.

CLAY-ADAMS CO., Inc.  
25 E. 26th St.  
New York, N. Y.



*The child  
who is*



## *a* FEEDING PROBLEM

Children who won't eat—America's young hunger strikers—are legion, as every doctor knows. Very frequently their poor appetites, their nervousness and irritability are all due to this one fact: *Their diets do not provide vitamin B in sufficient quantities to meet the demands of an active, growing body.*

Ralston Wheat Cereal can help you correct or prevent such deficiencies easily, quickly, pleasantly. For Ralston not only supplies all the good of choice whole wheat (only coarsest bran removed) but in addition is enriched with wheat germ in sufficient quantities to make it  $2\frac{1}{2}$  times richer in vitamin B than whole wheat. Ralston, moreover, has the extra advantage of being a hot, cooked cereal. It is both convenient and economical—cooks quickly, costs less than one cent a serving. For FREE samples and the Research Laboratory Report on Ralston Wheat Cereal, use the coupon below.

*$2\frac{1}{2}$  times richer  
in vitamin B*



**RALSTON** *The Hot Cereal  
Children Love*

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Dept. ME, 100 Checkerboard Square, St. Louis, Mo.  
*Please send me a copy of your Research Laboratory  
Report and samples of Ralston Wheat Cereal*

Name \_\_\_\_\_

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*(This offer limited to residents of the United States)*

International



MILTON C. WINTERNITZ, M.D. outgoing dean of Yale Medical School, says hello and goodbye to STANHOPE BAYNE-JONES, M.D., (at right) new dean.

in the medical school line-up, there has been action of a related kind. Last year two medical schools, one at the University of Georgia, the other at the University of Mississippi, lost A.M.A. approval. This year, the University of West Virginia suffered with its southern sisters. Administrative switches at each school of medicine have put new men in the dean's chair.

New medical deans take office this fall at eight other schools. Among them, at Yale, where Dr. M. C. Winternitz has abdicated in favor of Dr. Stanhope Bayne-Jones.

### ★ Temptation Insurance

It will take \$90,000 to free 500 internes from temptation. This is the opinion of Dr. S. S. Goldwater, Commissioner of Hospitals of New York City, who last month submitted a \$23,150,000 budget for 1936.

The new expense sheet calls for a \$15-a-month salary for the half-thousand internes who serve Gotham's Department of Hospitals. Said Commissioner Goldwater to Budget Director Rufus E. McGahen, "They are exposed to continual temptation to accept gifts . . . from patients. This . . . we want to eliminate by paying them

## Coupon for Micajah's Wafers

MICAJAH'S MEDICATED WAFERS for leukorrhea accomplish two purposes: First, they curb discharge by their astringent and styptic action. Second, they soothe the irritated mucous membrane and relieve congestion, thus rendering office applications more effective. One Wafer high up in the vagina after a douche.

Micajah preparations have been prescribed and dispensed by the medical profession for many years. Advertised to physicians exclusively. Have you tried them?

*Samples on request.*

MICAJAH & COMPANY

237 Conewango Avenue, Warren, Pa.

Samples, Please

Dr. ....

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# MAKE THIS CONVINCING TEST



PUT a teaspoonful of Saraka, psyllium seed, and agar in glasses of water. After an hour, note the greater swelling power of Saraka. Note, too, the superior, firm, lubricating bulk which Saraka has produced. The limited swelling power and inferior quality of the bulk of the other materials are evident. Psyllium, furthermore, contains sharp seed kernels which may dangerously irritate the delicate intestinal membranes.

## SARÁKA . . .

for Habitual Constipation

is a vegetable compound derived from an East Indian tree sap. A small amount of specially-prepared frangula is added. This combination gives Saraka the rare quality of

### BULK plus MOTILITY

In the intestine, the small Saraka granules mix with the food residue and swell, providing the bulk which is lacking in the average daily diet but which is essential to natural peristaltic action. The specially-

prepared frangula tones the flabby musculature. The soft, smooth, fecal mass may glide naturally through the lubricated intestinal tract—no pain, no griping, no digestive disturbances.



Send for clinical sample and the new Saraka booklet.

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Please send me clinical sample and new booklet on SARÁKA

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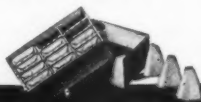
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PROPHYLAXIS

*Easy*

Norforms meet the need for a convenient, easily applied, yet effective vaginal antiseptic. The active ingredients include *Parahydrecin*, a powerful, non-irritating antiseptic, and are in a carefully prepared base which melts quickly at body temperature, and remains in prolonged contact with the tissues.

In treating such conditions as leucorrhea, vaginitis and cervicitis, many physicians find Norforms of great value. Packages of 12 in a box are available at drug stores everywhere. Samples free to physicians upon request. The Norwich Pharmacal Company, Box M.E. 10, Norwich, N. Y.



NORFORMS

... The internes now receive only their maintenance, and most of them, sighed the commissioner, "have no pocket money from home."

Although they heartily endorse the commissioner's idea, internes are perturbed at the basis of his plan. "We aren't seeking wages," claims their spokesman, "because of . . . temptation . . . We want pay because we perform difficult work . . . in hospitals that would otherwise have to pay for such service."

### ★ From Badge to Caduceus

A bang-up banquet honored 33-year old Theodore ("Smiling Teddy") Kowaleski on September 14. Although he is the pride of the police force of Middletown, Connecticut, the celebration was not in recognition of Kowaleski's patrolmanly virtues. His cop colleagues, the mayor, and other public officials feted him because this fall he matriculates at Wesleyan University in Middletown, where he will take a pre-medical course while continuing as a regular member of the police force. His class and laboratory work have been scheduled so as to permit a combination of studying and patrolling.

Last June Kowaleski graduated from the Middletown High School. Now he's in for four years at Wesleyan. Later on he plans to spend four years at Tufts Medical School, followed by an internship. He will be well into the forties before he can practice in the Connecticut town where he now patrols.

The student-constable will be under the watchful eye of Dr. James L. McConaughy, Wesleyan's president, who last December warned Jews of the difficulties

# Avoid **SPRAINED WRISTS AND FRACTURED THERMOMETERS**

*Shake-downs are  
easy with specially  
tested Taylor-  
Tycos Clinicals*



**A** CLINICAL thermometer does not look like a dangerous instrument. But when you get one that is stubborn and will not shake down easily ... well, you can get anything from a ruffled disposition or a sprained wrist to high blood pressure and a fractured thermometer.

One thing you can be sure of: The mercury in a Taylor-Tycos Clinical Thermometer shakes down easily. It is designed to do so. It must do so, or not be offered for professional sale and use.

This feature, together with unusual ease of reading, has made the Taylor-Tycos a particularly favored thermometer for years among thousands of doctors and nurses. There is accuracy, too—all the accuracy you expect in this highest type of clinical, made with scientific precision by craftsmen.

Adopt Taylor Clinicals as your standard. Rely on the Taylor-Tycos under all conditions of service. There is also the accurate, but less expensive, Taylor Estee, available in a Special Professional Set of 6 thermometers. All are guaranteed against everything but breakage. Your surgical supply dealer has them for you. Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.

**EASY . . . . . to read . . . . . to shake.**

# Taylor **CLINICAL THERMOMETERS**



they face in a medical career.

### ★ *Drugs Only*

John Q. Public may have to buy his books, luggage, and sandwiches elsewhere than at the corner drugstore if a theory recently advanced by Dr. Robert P. Fischelis, ex-president of the American Pharmaceutical Association, becomes fact.

Dr. Fischelis, speaking at the A.P.A. convention in Portland, Oregon, built his prognostication around the fact that pharmacists are being requested to meet higher educational requirements. He pictured the druggist of the future as a man with enough "nerve and commercial independence to say that unrelated commodities do not belong in his drug store."

Opinion followed prophecy when he added "... A pharmacist will be able to give better service if he doesn't have to divert his attention to general merchandise which has no connection with medicine."

### ★ *Billions Alive*

"The capital value of lives which can be saved annually through the application of modern preventive medicine is over \$6,000,000,000," recently estimated Louis I. Dublin, number one statistician for the Metropolitan

Life Insurance Company.

He put further financial significance into preventive medicine when he stated: "Every year more than 30,000 young men and women between 25 and 29 die from entirely preventable causes, and their capital value, having in mind their net future earnings, is about \$750,000,000."

### ★ *Fresh Jersey Nurses*

Nurses on private cases in the Atlantic City Hospital now go on duty for eight instead of twelve hours each day. A recent change in the hospital's nurse-employment system makes it necessary for a patient who wants 24-hour service to hire three nurses at \$5 a day without meal money, instead of two nurses at \$6 a day plus \$1.50 each for meals. Thus the cost to the patient stays where it was before the three-a-day system was adopted.

Reports have it that the nurses are satisfied with less money in exchange for more leisure time. And the patient, of course, profits by having a fresh nurse every eight hours—one who is likely to remain efficient all day long.

### ★ *And the World Sat Up*

Out of the pages of the Tulane University yearbook for 1927

## SILVOGON

Possesses the efficacy without the disadvantages of the staining silver preparations.

ERNST BISCHOFF COMPANY

Incorporated

135 Hudson Street

New York, N. Y.

# SAL HEPATICAS TWO-WAY ACTION

*...in the  
treatment of  
common colds*

**S**AL HEPATICA, physicians tell us, is particularly effective in the treatment of common colds. Because its unique two-way action combats two important causative factors... faulty elimination *and acid condition*.

First, Sal Hepatica gently yet thoroughly sweeps the intestinal tract free of poisonous toxic wastes. And second, its balanced alkalinizing action helps build up the alkaline reserve... corrects acidity.

Further to speed



**CLEANSES SYSTEM AND  
COUNTERACTS ACIDITY, TOO**

recovery and restore normal resistance, many physicians prescribe Sal Hepatica in alkalinizing doses, with minimum laxation. Taken two or three times daily,  $\frac{1}{2}$  teaspoon to a glass of water, Sal Hepatica helps to restore normal alkalinity to the bloodstream, builds up alkaline reserve and eliminates acid condition.

If you'd like to test Sal Hepatica in your practice, mail the coupon below and we'll send you a generous clinical supply.

## SAL HEPATICA

**MEMO** to Bristol-Myers Co., M75 West Street, N. Y. C.

Without charge or obligation on my part, kindly send me samples of Sal Hepatica to be used for clinical purposes. (I enclose my card or letterhead.)

Name.....M.D.

Street.....

City.....State.....

**TILDEN Has Kept Faith  
With Physicians**

## **FEBRISOL**

(TILDEN)

*For prescription in Colds,  
Neuralgia and Rheumatism*

FEBRISOL (Tilden) is an elegantly flavored preparation, prescribed for alleviating pains and fevers, without any general depression or weakening of the heart or nerve centers.

It contains essentially Phenacetine, Salol, C. Feine and Acetanilid, with other therapeutic ingredients, combined in a manner exclusive with Tilden.

The prescription specialties of The Tilden Company have been used under the direction of physicians for nearly a century, and have never been advertised to the laity.

*Medical Literature will be furnished  
on request to physicians only.*

### **THE TILDEN COMPANY**

*The Oldest Pharmaceutical House  
in America.*

New Lebanon, N. Y. St. Louis, Mo.  
ME 10-35

peers the picture of a brilliant student, secretary-treasurer of his class, and member of the Phi Rho Sigma medical fraternity. Beneath the picture appears a prophetic inscription: "With knowledge aplenty and friends galore, he is bound to make the world sit up and take notice."

Within eight years the year book's augury was justified.

Paris and Vienna, where the Tulane graduate continued his studies, found him brainy and talented.

Bellevue Hospital in New York, where he went upon completion of his studies on the Continent, was impressed with his unusual ability and promise. Colleagues discovered in him "a really brilliant man," "a physician of exceptional talent," "an outstanding student," "the very highest type of man."

However, until last month, recognition of his abilities had been

## **Certified Food Values for Infants and Soft Diet Cases**

**Y**OUR patients have complete confidence in the efficacy of the diets you prescribe, Doctor—but how can you be sure that the foods you recommend will contain *all* the values required? You yourself cannot supervise your patients' marketing.

You can be absolutely sure that Heinz Strained Foods retain expected food values in acceptable measure. For Heinz Strained Foods bear, in addition to the 66-year-old Heinz 57 Seal of Quality, the official Seal of Acceptance of the American Medical Association's Committee on Foods! No other Strained Foods bear *both* these assurances of safety. For normal infant feeding and soft diet cases, Heinz Strained Foods constitute the ideal prescription.

In all fairness to your patients, Doctor—don't you feel that it's *safer* to recommend Heinz Strained Foods *by name*?



**9 KINDS**—1. Strained Vegetable Soup. 2. Peas. 3. Green Beans. 4. Spinach. 5. Carrots. 6. Tomatoes. 7. Beets. 8. Prunes. 9. Strained Cereal.



# **HEINZ STRAINED FOODS**

## A More Scientific Method of Counteracting Gastric Hyperacidity

Excess stomach acid has always been treated by chemical neutralization, to which, however, the following objections have been found: (1) peptic digestion is hindered or prevented; (2) intensive alkaline treatment frequently leads to a condition of alkalosis; (3) alkalis often cause a secondary and more pronounced rise of acidity following their administration.



Because of these objections physicians should recommend the introduction of the newer and more scientific method of removing *excess acid by colloidal adsorption*.

Alucol, an allotropic form of aluminum hydroxide, has a high adsorptive power for MCI. It takes up excess acid colloiddally and leaves a sufficiency for the continuance of peptic digestion. There is no secondary rise of acidity following its administration.

A trial of Alucol will convince you of its value. Let us send you a supply with full information.

## ALUCOL

(Colloidal Hydroxide of Aluminum)

USE THE COUPON BELOW

THE WANDER COMPANY,  
180 North Michigan Avenue, Chicago, Illinois.

Dept. M.E. 10

Please send me without obligation, a container of ALUCOL for clinical test, with literature.

Dr. ....

Address .....

City..... State.....

confined to those with whom he had come in contact. On September 8 the man "with knowledge aplenty" lost all rationality. Then, the world took notice of him.

He has his niche in history as Dr. Carl A. Weiss, Jr., assassinator of Huey Long.

### ★ *Testimony Policed*

It is forbidden "to give voluntary evidence in any malpractice action, unless the proposed testimony has been previously examined and approved by those designated for the purpose." So says a recent resolution of the Central Medical Society of Mississippi.

When a suit is started, the plaintiff's medical witnesses will be requested to submit a written report of their contemplated testimony to an investigator appointed by the society's president. The investigator will form an opinion of the testimony and refer it to three other members who are known as his consultants. If it is approved by these four critics, the testimony may be presented. If disapproved, the plaintiff's physician-witnesses will be so informed. Furthermore, the investigator and his consultants will tell the court whenever the testimony is ill-advised.

Any physician who testifies in

spite of society advice to the contrary will be deprived of membership.

### ★ *Radium on the Hoof*

Pork prices are rising but few pigs will ever be worth as much as the Sioux Falls (S.D.) squealer that recently skyrocketed its value in one fell swallow.

Somebody at Hoe Hospital made the mistake of throwing out a 1/16" x 3/4" vial of radium. With rubbish it found its way to the dump grounds. Some 500 hungry porkers grunted a greeting to their next course and went to work on it. The one that got the \$3,000 morsel didn't have much time to reflect on its flavor.

Drs. A. J. Moe, J. M. Buchta, and H. H. Barber outdid S. Holmes himself by deducing the radium's fate. In jig-time they devised a detector from gold leaf and descended on the porcine natives of the refuse pile. By a process of elimination, about 499 pigs were spared being turned inside out. The detector finally discovered the one with an expensive appetite. A hastily summoned butcher did a fancy bit of mining.

### ★ *Be It Dissolved*

"Watch out," cryptically warned

## BSI for HBP

A NEW DEAL IN HYPERTENSION

THE use of Burnham's Soluble Iodine for symptoms of High Blood Pressure has proved 87% successful. Of 31 patients treated by Dr. Frederic Damrau, of New York, 27 were completely or considerably re-

lieved of their distressing symptoms.

The active molecular iodine in BSI produces quicker and longer therapeutic effect with less tendency to iodism because of smaller dosage required. Prescribe 20 to 30 drops in half a glass of water ½ hour before meals.

### ● *Samples on Request*

BURNHAM SOLUBLE IODINE CO., Auburndale, Boston, Mass.

# Patients

*appreciate this*

## Prompt Relief

Physicians prefer this reliable Antispasmodic and Sedative because it is Dependable and Safe: No Hypnotics, No Barbiturates. Hayden's Viburnum Compound is fundamentally compounded of Viburnum Opulus and Dioscorea Villosa combined with Aromatics and containing enough alcohol to release the resins in the Viburnum.

*Prepared by*  
New York Pharmaceutical Co.  
BEDFORD SPRINGS, BEDFORD, MASS.

*Trial sample HVC free to physicians  
on request*



## BEFSAL

A synthetic organic chemical compound of the benzyl, ethyl, formaldehyde, salicyl, and pyruvic acid radicals

A PROVEN SCIENTIFIC METABOLIC SUPPORT IN THE TREATMENT OF

**ARTHRITIS,  
RHEUMATISM,  
GOUT AND URATIC DEPOSITS**

*Successfully used by many physicians for more than 12 years*

**BEFSAL:**—stimulating biological processes and promoting the removal of the irritants causing perversion of the function of the epithelial cells of the small intestine; is a physiological process of treatment. This synthetic is made use of to destroy the irritants—in the form of ferments and bacteria—that cause the fever, pain and inflammation and erosion of the tissues of the joints and by the metabolic support—through the removal of the specific cause of the diseased conditions, to allow recovery to occur.

Dosage is based on its antiseptic and chemical reagent qualities. Befsals, producing no detrimental terminal action, may be used in adequate dosage (90 to 120 grains daily) over prolonged periods. It contains NO cinchophen.

*Supplied in 5 gr. and 10 gr. tablets*

WRITE FOR SAMPLE AND LITERATURE. USE THE MARGIN BELOW FOR YOUR NAME AND ADDRESS.  
M.E. 10-35

**EST. OF DR. S. LEWIS SUMMERS**  
**Ambler, Penna.**

postcards that were received some time ago by a number of druggists in the Bronx, upper reach of New York City. A second batch of cards was delivered a little later. These listed seven products sponsored by 20 Bronx physicians who had spent money to form a corporation to distribute them.

Last month the druggists protested. "We could order the same type of products from pharmaceutical manufacturing firms much more profitably," explained a spokesman. He complained that the doctors who were behind the products tended to prescribe them because of financial interest in their sale.

The Bronx apothecaries were faced with the choice of losing either profits or customers. They went to bat. It was announced early last month by Dr. J. L. Olenik, president of the physician-pharmaceutical combine, that the venture will be abandoned.

### ★ *Boardwalk Practice*

"Here y'are folks. Step right up and let the doctor take your bloodpressure for a dime. Only a tenth of a dollar. You can't lose, folks. You wanna know what the old ticker is doin', doncha? Ten cents." etc. *ad nauseam*.

Thus might a barker ballyhoo one of Atlantic City's latest boardwalk attractions. During the summer months several machines have been set up at prominent sites along the wheel-chair and stroll route. They look like electro-therapeutic cabinets. Each machine is attended by a pre-medical or medical student, white-gowned and very professional looking.

Curiosity-seekers, with a dime to burn, pay the fee and have their arms wrapped. Awed, they watch a mercury manometer pulse upward. If it stops at a point too high or too low, the examiner tells the subject to consult his doctor.

One physician who patronized a boardwalk bloodpressure clinic later had one of his colleagues take a reading. The authentic finding was 20 points above the wayside one. When questioned, an attendant revealed that if the pressure showed too far from normal he spared the customer's nerves by lying to him. "I wonder why the Atlantic City doctors don't get after me," he concluded naively.

### ★ *Air Grievances Aired*

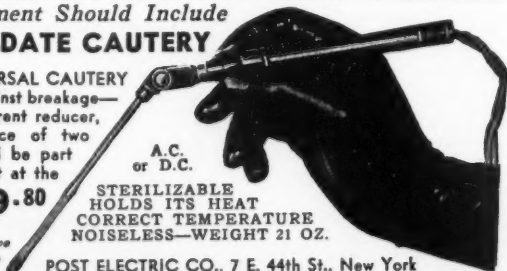
The fact that fraudulent products can be advertised over the

## **Your Equipment Should Include AN UP-TO-DATE CAUTERY**

### **THE POST UNIVERSAL CAUTERY**

—guaranteed against breakage—  
complete with current reducer,  
handle, and choice of two  
point units, should be part  
of your equipment at the  
attractive price of **\$19.80**

*Complete descriptive  
information sent on  
request.*



POST ELECTRIC CO., 7 E. 44th St., New York

## What is the purpose of menthol in cigarettes?

A trace of menthol in cigarettes serves the same purpose as water used to cool the pipes of a still. It increases the condensation, in the butt of the cigarette, of certain tar products in the smoke—nicotine and other aldehydes.

As the smoke travels back from the burning end of the cigarette, it is cooled by the strands of unburned tobacco. By impregnating the tobacco with a small amount of menthol, the smoke is cooled *to a greater degree*. This condenses *more* of the irritating aldehydes in the butt of the cigarette than is normally the case. Therefore, in smoking Spuds, a smaller amount of nicotine and other aldehydes is inhaled.

However, this cooling action of menthol takes place in the cigarette *only*. What little menthol passes over in the smoke is a *pure gas*, and has no power to cool. It is freely exhaled, insoluble in mucus and saliva, and leaves no deposit.

We do not claim any medicinal value for Spud cigarettes. We advertise Spud simply as a cooler, more comfortable smoke.

# SPUD

MENTHOL-COOLED

CIGARETTES

CORK TIP OR PLAIN

15<sup>c</sup> FOR 20

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KY.

International



W. W. BAUER, M.D.  
*The thorn pricks deeper.*

air is a thorn in the side of the profession and a detriment to public health, according to an A.M.A. protest entered last month against "certain practices" of broadcasting companies. The thorn pricks deeper, according to Dr. W. W. Bauer, director of the A.M.A.'s Bureau of Health and Public Instruction, because physician-radioers are not permitted to expose false claims.

The Federal Communications Commission was asked to rule that authorized medical speakers be allowed to present the truth even though it "may be inconsistent with the claims made for fads, frauds, patent medicines,

quackery, and other medical abuses."

Another plea and another protest were made to the Federal Communications Commission. The plea: Lift the taboo on "syphilis" and "gonorrhea" that emasculates talks on venereal diseases. The protest: Last winter's "Doctors, Dollars, and Disease" series was one-sided. Such programs should be in the nature of forums.

### ★ Death Heckles Clinics

The bodies of Dr. Paul Reese, a dentist, and his wife were lifted from the kitchen floor of a Brooklyn home last month. "Gas suicides," the police said. Letters written by Mrs. Reese admitted a suicide pact and blamed "the City of New York or whoever it is that allows free dental work in the hospitals."

"The Greenpoint Hospital has taken away all my husband's work," lamented one letter.

The tragedy occasioned much comment because it revealed such a piteous protest against the free-clinic system. Newspapers rushed to editorial defense of the practice that drove two people to des-

### CORRECTION

In last month's advertisement for Gardner's Syrup of Hydriodic Acid, this sentence was used: "Each fluid ounce contains 6.66 ounces of pure, resublimed iodine." The correct wording should have been 6.66 grains. (See page 112, this issue.)

## KAO-MUCIN Tablets

The practical and economical method of treating PEPTIC ULCERS with none of the objectionable features of animal mucin. The Columbus Pharmacal Co., Columbus, O.

## IODOTONE . . . a Safe and Non-Toxic Form of Iodine Therapy



Iodotone is a standardized glycerole of Hydrogen Iodide, each fluid dram representing one grain of Iodine, in a palatable form for internal administration.

The toxic effects (Iodism) which frequently attend the internal administration of Iodine are entirely absent when Iodotone is used and it will be borne by the stomach even in high dosage, over an extended period without causing gastric disturbance.

Indications: Asthma, Bronchitis, Eczema, Syphilis, Arterio Sclerosis, Rheumatism, Goitre, etc.

*Literature free upon request.*

Established 1851

**EIMER & AMEND**

Incorporated 1897

Third Avenue, 18th to 19th Street, New York

## ERGOAPIOL (SMITH)



FORMULA AND DESCRIPTIVE  
LITERATURE ON REQUEST

### A GOOD PRESCRIPTION

Physicians throughout the world prescribe ERGOAPIOL (Smith) in the treatment of *Amenorrhea*, *Dysmenorrhea*, *Menorrhagia* and *Metrorrhagia*.

ERGOAPIOL provides symptomatic benefit by stabilizing uterine tone, regulating innervation and controlling bleeding when present. By its corrective action on perverted menstrual function, it simplifies local gynecological treatment. Valuable in obstetrics during the third stage.

Our ethical protective mark MHS embossed on the inside of each capsule, *visible only* when capsule is cut in half at seam, affords the physician a ready means of determining whether his prescription has been correctly filled.

**DOSAGE:** One to two capsules three or four times a day, preferably after meals with a glass of milk or water.

Supplied only in packages of twenty capsules each

**MARTIN H. SMITH CO. . . 150 LAFAYETTE ST. . . NEW YORK CITY**

peration. Only the Syracuse *Herald* parried the issue. On September 9 it informed its readers that ". it would be an emotional error to accept" the double suicide as an "indictment of a free public service for the benefit of the destitute poor."

### ★ *The First \$100,000*

In seventeen months \$100,000 has been collected for physicians and dentists (mostly physicians) in Detroit. The Wayne County Medical Service Bureau turned the trick. So far the project has been kept in the experimental stage and the number of patients has been limited to 2,800.

The plan, which operates for those who are gainfully employed but of limited means, provides thorough medical service. This service is paid for, after it is rendered, by fifty equal weekly

instalments.

Delinquency experience is reported as being most satisfactory. Since overdue payments are owed for the most part by those who have been so ill that they can not return at once to work, the plan's sponsors are gratified by the following percentages:

Paid in full	24.8%
Paid up to date	32.2%
Delinquent	
Less than 30 days	10.7%
30-60 days	8.6%
60-90 "	5.0%
90-120 "	3.1%
Over 120 days	15.6%

### ★ *Sanction a Sanctuary*

Newspapers have caused distress to a number of doctors who have been publicized for their newsworthy medical and surgical triumphs. The Academy of Medicine and the Hospital Council of

## **When Iodine Therapy is indicated — Specify Gardner's Syrupus Acidi Hydriodici**

in original 4 and 8 ounce bottles to prevent substitution. . . Each fluid ounce contains 6.66 grains of pure, resublimed Iodine. . . The Original Product — Not An Imitation — Developed by Robert W. Gardner in 1878.

..It is palatable, acid in reaction, assuring the constitutional effects of Iodine without causing gastric irritation.

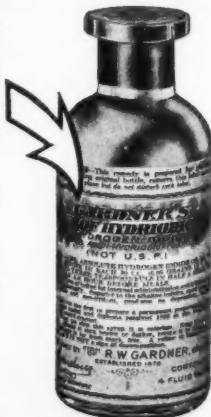
..IODINE is today professionally recognized to be one of the most valuable oral therapeutic weapons at its command.

*Indications include:* influenza, pneumonia and other pulmonary affections, bronchitis, laryngitis, pharyngitis, hypertension, syphilis, glandular enlargements, common cold.

Strictly an ethical product. Samples and literature sent to physicians on request.

**Firm of R. W. GARDNER**

Orange, Established 1878 New Jersey



# MAZON

## FOR ECZEMA

THE MODERN DERMAL THERAPEUTIC



Psoriasis—15 yrs. duration



Complete elimination 8 wks.

## MAZON

(colloidal) is a combination of Phenolic substances and Di-Chloramine-T in an absorbent base.

**NO RECURRENCE  
OVER 4 YEARS**

## MAZON SOAP

- ABSOLUTELY PURE
- NO SYNTHETIC PERFUME
- NO ARTIFICIAL COLORING
- NO FREE ALKALI
- FOR PERSONAL HYGIENE

### NOT A SMEAR

There is no greasy residue. Mazon is completely and rapidly absorbed.

### NO BANDAGING

Permit air to act freely. Allays itching immediately. Will not stain.

### ECONOMICAL

Permanence of results establishes Mazon as an effective and economical treatment.

### YOUR PATIENT'S COOPERATION ASSURES ULTIMATE RESULTS

Favorable reaction of your patient may be expected because of the distinctive characteristics of Mazon.

### INDICATIONS

ECZEMA  
PSORIASIS  
ALOPECIA  
RING WORM  
DANDRUFF  
ATHLETIC FOOT  
AND OTHER SKIN  
DISORDERS

### REFUSE SUBSTITUTES

The success of Mazon has encouraged substitution. Insist upon the original one, two or four ounce blue jar.

•  
On Sale  
Dependable Pharmacies  
Distributors  
Wholesale Druggists  
•

BELMONT LABS., Inc.  
4430 Chestnut St.  
Phila., Pa.

Cleveland recently decided to do something about it. A joint committee was formed and set to the task of looking for a proper way to disseminate information to newspapers.

At length the committee reached a decision and agreed that "hospitals might state to the representatives of newspapers the name of the attending physician of a private patient, and should refer such representatives to the physician for information. . . But," qualifies the agreement, "newspapers shall not use the name of the physician without his sanction."

### ★ Gaggling Nazi Doctors

The freedom of the press has been further cramped by Germany's Third Reich. Latest on the list of topics not to be discussed is vaccination. Dr. Gerhard Wagner, Nazi medical mogul, speaking from the pages of a recent issue of the German Medical Gazette, forbade any criticism of the provisions of the government law which orders two vaccinations per German—one in babyhood, another at thirteen.

Discussion of the law is not even to be allowed in medical journals.

### ★ Finnish Finish

The Parliament of Finland lately discussed the readoption of capital punishment. Testy disagreement resulted from a difference of opinion among medical experts as to the most merciful method of annihilating criminals.

"Prussic acid does it best," decided a medical board.

"Wrong," croaked the Chief Coroner, in effect, "hanging's the thing."

No electric chair advocate voted. Finland, if it starts to destroy murderers with prussic acid, will be the first country in the world to do so.

### ★ Note for Antivivisectionists

The Unknown Dog has been put on a pedestal. The Soviet Institute of Experimental Medicine put him there. On August 8, Russian scientists attended the solemn unveiling of a monument bearing a canine imaged in stone.

Says an inscription, "In memory of all dogs which have given their lives for physiological experiment for the purpose of prolonging human life and improving human health."



## See—Use The New UMBILIKLAMP

A modern, dependable all metal umbilical cord clamp.

**For only \$1.50**

Your money refunded if not satisfied after thirty days trial. Easily applied with one hand to any size cord. Fast as an artery forcep. Extensively used.

Ask your dealer or write

THE UMBILIKLAMP COMPANY  
208 Troy Street Dayton, Ohio

# ARCH WEAKNESS

The muscular and ligamentous strain caused by arch weakness can be quickly relieved with Dr. Scholl's Arch Supports. These appliances are especially designed to distribute the body's weight on the arches; relieve pain;



remove abnormal pressure and permit full freedom of the motion of the foot. Adjustable as the condition of the arches improve. Fitted and sold by Shoe and Dept. Stores everywhere and the exclusive Dr. Scholl's Foot Comfort Shops in principal cities.

**FREE BOOKLET**—Write The Scholl Mfg. Co., Inc., Chicago, for illustrated booklet "Foot Weakness and Correction for the Physician."



## Dr. Scholl's *Foot Comfort* ARCH SUPPORTS

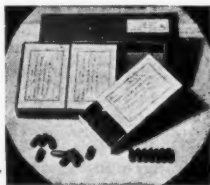
### RESULTS *in* DIABETES

*You can judge UVURSIN best by the clinical results that you obtain with it.*

Administer UVURSIN free in an actual case of diabetes for 27 days—then let your own tests and observations tell you its value.

Mail the coupon below for trial treatment. List of ingredients and suggested administration accompanies package.

Prepared for prescription purposes only.



**ORAL • INNOCUOUS • EFFICACIOUS**

**Test this oral treatment in an actual case. No charge to you.**

John J. Fulton Company,  
88 First St., San Francisco.

Please send me free trial treatment of UVURSIN

Dr. \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# "A GOOD LINIMENT AND A LITTLE MASSAGE."

You've probably said it a hundred times to patients who were suffering from nothing more dangerous than a muscular ache, a strain, or a simple sprain.

But, what is a "good liniment"?

Let us suggest Absorbine Jr. because of its over forty years of public acceptance which is, and has been, based on the relief obtained; because it won't blister; because its ingredients are safe and of recognized efficacy.

If you will mail us your professional card we will send at once a professional sized bottle of Absorbine Jr. with no obligation to you. W. F. Young, Inc., 207 Lyman Street, Springfield, Mass.



## ABSORBINE JR.

REMEMBER—for more than 40 years Absorbine Jr. has been the famous remedy for relieving sore muscles, muscular aches, bruises, sprains, Athlete's Foot.

# LITERATURE AND SAMPLES



**(J1) HEMOMETER:** The Sahl-Adams Non-Fade Hemometer described in this small, illustrated folder appears to be a first-class instrument offered at an uncommonly low price. It is of the double color rod type. Copies of the folder will be mailed on request.

**(J2) PERIPHERAL VASCULAR DISEASE:** Here's an interesting leaflet, just published, which introduces the new Collins Vasculator. It says that it has proven a remarkable success in treating cases of arteriosclerosis of diabetes, senile arteriosclerosis, thrombo-angiitis obliterans, and frozen feet. The device is built to conform to the theory of a fairly rapid change from suction to pressure. Clip the coupon for a copy.

**(J3) ANTISPASMODIC AND SEDATIVE:** The makers of Hayden's Viburnum Compound describe it as being safe, dependable, and free from hypnotics and barbiturates. It is made up of *viburnum opulus* and *dioscorea villosa* combined with aromatics and containing enough alcohol to release the resins in the viburnum. A sample for clinical use will be forwarded upon receipt of the coupon.

**(J4) STAINLESS STEEL INSTRUMENTS:** The makers of Sklar surgical instruments have published a handsomely illustrated catalog displaying their brand new stainless-steel line of equipment. These instruments, the book says, hold the brilliancy of chromium, will not peel, can be sterilized repeatedly without injury, and will give long service. Mail the coupon for a copy.

**(J5) ANAEMIA,** chillblains, common colds, hay fever, and lumbago are only a few of the conditions for which Hanovia ultraviolet equipment is indicated. Recorded cases and technique of application for these and many other diseases, together with booklets illustrating the equipment in detail, are available to practitioners. Simply mail the coupon.

**(J6) FILTERED AIR:** The Filteraire is described in this illustrated folder as a small unit that can easily be installed on the window sill of most any home or office where noise and dirt complicate living and working conditions. The purpose of the unit is to keep the air clean, fresh, and moving all the time—with all outside noise eliminated. Accordingly, it is said to protect health, promote vitality, and spare the nervous system. A copy of this folder will be sent on request.

**(J7) PHYSIOLOGICAL AND THERAPEUTIC FOOTWEAR:** This 35-page book is crammed full of helpful information which doctors will undoubtedly find valuable in prescribing footwear. It is devoted to such subjects as: causes of painful feet; convalescent foot care; prenatal foot care; the foot structure; and the principles of shoe construction.

**(J8) INTESTINAL FLORA:** The purpose of SoyAdophilus, a culture of the lactobacillus acidophilus grown in soy bean milk, is to change the intestinal flora quickly. Because it has an exceptionally high bacterial count and is mild and palatable in flavor, the manufacturers believe it holds a distinct advan-

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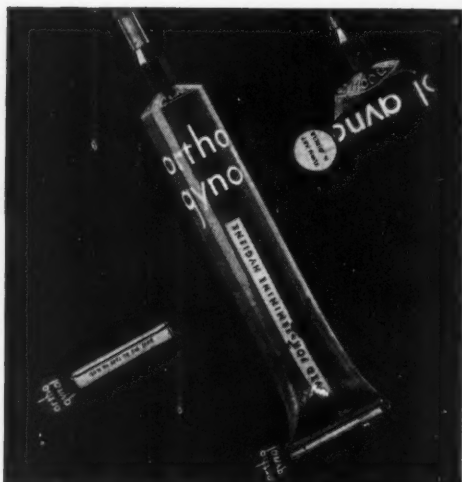
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